A Study on Consumers' Attitude towards Fast Moving Consumer Goods products in Dharmapuri Town

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Abstract

The Importance of research work is the consumer attitude towards FMCG fast moving consumer goods. The data collected from which the face-to-face interview in respondent and help of the questionnaire used prepared to the information collected. The data collected with 100 respondents only at Dharmapuri town. FMCG product is personal care product, house hold care product, food and beverage product. This research work researcher trying to find out difference in the opinion of consumers on the basis of Age, education, qualification, location and gender regarding consumer attitude towards FMCG in product Dharmapuri town.

Keywords: Consumer attitude, FMCG product and respondents.

INTRODUCTION

The fast moving consumer goods sectors is one of the successful sectors in Indian economic. The FMCG Sector unit delivers expert insight into current industry trends, challenges and opportunities and requirements of FMCG business. The fast moving consumer goods, FMCG or consumer packaged goods (CPG) are low-cost product that are sold quickly, replaced, or fully used within a years, usually in a matter of days, weeks, or months. The FMCG product is sales in the marketing all consumed goods for personal care product, house hold care product, Food and beverage product. For example personal care product of soaps and cosmetic, toiletries, household care product of fabric wash and household cleaners, and basically, food and beverage included health beverage, soft drinks, dairy product, bakery product, chocolates etc.,

OBJECTIVES OF THE STUDY

- To Study the factors influencing the consumers to purchase the selected FMCG products.
- To Study the consumers’ preference towards various FMCG products.

REVIEW OF LITRATATURE

Aggarwal (2014) Suggested that Consumer Behaviour research is the scientific study of the Processes consumers use to select, secure, use and dispose of products and services that satisfy their needs. Firms can satisfy those needs only to the extent they understand their customers. The main objective of this paper is to study the demographic differences in consumers ‘Buying Behaviour’ of persons living in Madhya Pradesh and when they buy FMCG products.
Bhagat (2012) concluded that today, companies focus on consumer to reach success in the global competitive environment. In new marketing approaches, focus on consumer activities. Qualifications and form their marketing strategies based on them. The consumers are affected from some individual and environmental factors, such as motivation, personality, perception, learning, values, beliefs, attitudes, life style, personal influence, reference group, family influence, social class and culture in their buying decision process.

SCOPE OF THE STUDY

The current study will be supportive trendy understanding the consumer attitude of the different levels people in the Indian society particularly in Dharmapuri Town, Tamil Nadu towards FMCG products. purchasing the consumer attitude and understanding the brand preference influence of the purchasing of particular product and FMCG product, the insight will used the manufactures to adopt new strategies and not only to attract new customer, but also the maintain the loyalty of the existing customer, the present competitive product in marketing, but consumer as prepared to choose the right product not only for needs, but also on the basic of personal interest shown by manufacturers on them.

RESEARCH METHODOLOGY

1. **Area of study:**
   
The survey was conducted in Dharmapuri town.

2. **Source of data:**
   
The study has both the primary data and secondary data. Field survey method was done to collect primary data From 100 respondents in only Dharmapuri town. Framed questionnaire is used for data collection. Secondary data were collected through various journals, magazine, reports and newspaper. For the purpose of the study, 100 respondents have been chosen in Dharmapuri by using convenience sampling method.

3. **Tools for Analysis:**
   
In this study, the fresh data collected are categorized, edited and formulated for analysis. For analyzing the collected data, Analysis of Variance (ANOVA) has been used.

ANALYSIS AND INTERPRETATION:

Here researcher wants to test the opinion of consumers on the basis of gender, educational qualification, age group and Marital states of the business unit.
Table 1 (a) Consumers attitude and Gender of the respondents

<table>
<thead>
<tr>
<th>Gender</th>
<th>Mean</th>
<th>Standard Deviation</th>
<th>F-Test</th>
<th>Sig</th>
<th>Null Hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>3.6189</td>
<td>.97616</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>3.7619</td>
<td>.89361</td>
<td>2.088</td>
<td>.125</td>
<td>Accepted</td>
</tr>
<tr>
<td>Total</td>
<td>3.7068</td>
<td>.96331</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Sources: Field Survey  
* Significant at 5%

From the above table it is observed that consumer attitude is slightly differ with the gender of respondents. However, the respondents from female group got highest mean 3.7619 followed by male group at 3.6189. At the same time the table also reveals that the significant value is .125. It is greater than the standard significant value at 0.05. Therefore, the null hypothesis is accepted. That means there is no significant difference between consumer attitude and Gender of respondents.

Table 1 (b) Consumers attitude and Marital Status of the respondent

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>Mean</th>
<th>Standard Deviation</th>
<th>F-Test</th>
<th>Sig</th>
<th>Null Hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>3.6827</td>
<td>1.01699</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unmarried</td>
<td>3.7132</td>
<td>.94988</td>
<td>.082</td>
<td>.774</td>
<td>Accepted</td>
</tr>
<tr>
<td>Total</td>
<td>3.7068</td>
<td>.96331</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Sources: Field Survey  
* Significant at 5%

From the above table it is observed that the respondents from Married got highest mean that is 3.7132 followed by Unmarried at 3.6827. At the same time the table also reveals that the significant value is 0.774. It is greater than the standard significant value at 0.05. Therefore, the null hypothesis is accepted. That means there is no significant difference between consumer attitude and location of business unit.
Table 1 (c) consumer attitude and Educational qualification of the respondent

<table>
<thead>
<tr>
<th>Educational Qualification</th>
<th>Mean</th>
<th>Standard Deviation</th>
<th>F-Test</th>
<th>Sig</th>
<th>Null Hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Illiterates</td>
<td>3.7083</td>
<td>.94437</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1-5th Standard</td>
<td>3.7886</td>
<td>.86827</td>
<td>.303</td>
<td>0.582</td>
<td>Accepted</td>
</tr>
<tr>
<td>6-12th Standard</td>
<td>3.6986</td>
<td>.9806</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Graduates</td>
<td>3.5135</td>
<td>1.26099</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Post Graduates</td>
<td>3.5172</td>
<td>.98636</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>3.7068</td>
<td>.96331</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Sources: Field Survey

* Significant at 5%

From the above table it is observed that the respondent educational qualifications Illiterates, 1-5th standard, 6-12th standard, Graduates and Post graduates and mean values are 3.7886, 3.6986, 3.5135, 3.5172 and 3.7068 respectively. The respondents Illiterates got highest mean value at 3.7083. At the same time the table also reveals that the significant value is .303 it is more than the standard significant value at 0.582. Therefore, the null hypothesis is accepted. That means there is no significant difference between educational qualification and consumer attitude of respondents.

FINDINGS OF THE STUDY

- There is no significant difference between consumer attitude and Gender of respondents.
- There is no significant difference between consumer attitude and Marital Status of respondents.
- There is no significant difference between consumer attitude and education qualification of respondents.

SUGGESTIONS OF THE STUDY

- Indian national companies must improve their product normal and more force to increase sales over sales promotion methods.
- These companies have to create awareness to purchase the national products. Price off, discount, extra quantity with same price, mobile recharge, and premium are more important tools in the sales promotion.
- Stores/shops are to inspire the regular buyers by way of promotional offers. Information relating to promotion methods needed to communicate to all customers to increase more awareness regarding the sales promotional methods. 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.

CONCLUSION

The current study decided that, achievements of various industries depend on their skill to create and retaining the customers. Companies to sell their products in standard price with good quality, availability of brands in all stores and is less costly to attracting new customers. Brand Loyalty provides companies strong and competitive weapons to fight with competitors in the market place.

REFERENCES

4. www.google.com