

A Study on Consumer Behaviour Towards FMCG Products With Special Reference To Personal Care Products

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

**JAGA DEEPIKA. P
40410073**



SCHOOL OF MANAGEMENT STUDIES

**SATHYABAMA
INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)
Accredited with Grade "A" by NAAC
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI –
600119**

APRIL 2022



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

Accredited "A" Grade by NAAC | 12B Status by UGC | Approved by AICTE

www.sathyabama.ac.in

SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **JAGA DEEPIKA.P 40410073** who carried out the project entitled "**A Study on Consumer Behaviour towards FMCG Products with Special Reference to Personal Care Products**" under my supervision from January 2022 to March 2022.

Dr.J.RANI, MBA, M.Phil. Ph.D.,

Internal guide

External Guide

Dr. BHUVANESWARI .G

Dean – School of Management Studies

Submitted for Viva voce Examination held on_____

Internal Examiner

External Examiner

DECLARATION

I **JAGA DEEPIKA.P (40410073)** hereby declare that the Project Report entitled “**A Study on Consumer Behaviour Towards FMCG Products With Special Reference To Personal Care Products**” done by me under the guidance of **DR.J.RANI** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

JAGA DEEPIKA.P

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my sincere thanks to **Dr. G. Bhuvaneshwari, Dean - School of Management Studies** and **Dr. A. Palani, Head - School of Management Studies** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **DR.J.RANI** for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the **School of Management Studies** who were helpful in many ways for the completion of the project.

JAGA DEEPIKA.P

TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO
	ABSTRACT	8
	LIST OF TABLES	6
	LIST OF CHARTS	7
1	INTRODUCTION	9
	1.1 HISTORY	9-12
	1.2 ADVANTAGES OF FMCG	13-16
2	LITERATURE REVIEW	17
	2.1 REVIEW OF LITERATURE	17
3	RESEARCH METHODOLOGY	18
	3.1 INTRODUCTION	18
	3.2 RESEARCH DESIGN	18
	3.3 OBJECTIVES OF THE STUDY	18
	3.4 NEED FOR THE STUDY	18
	3.5 SCOPE OF THE STUDY	19
4	DATA ANALYSIS AND INTERPRETATION	20-35
	CORRELATION	36
	CHI-SQUARE	37-38
5	FINDINGS	39
	SUGGESTIONS	39-40
	CONCLUSION	40
	REFERANCES	41
	ANNEXURE(QUESTIONNAIRE)	42-52

LIST OF TABLES		
TABLE NO	PARTICULARS	PAGE NO
4.1.1	AGE OF RESPONDENT	20
4.1.2	RESPONDENT MONTHLY INCOME	21
4.1.3	HOW FREQUENTLY RESPONDED BUY FMCG PRODUCTS	22
4.1.4	DO YOU PREFER PRICE OVER QUALITY	23
4.1.5	WHERE DO THEY PREFER TO BUY FMCG PRODUCTS?	24
4.1.6	MONEY SPENDED ON FMCG PERSONAL CARE PRODUCTS	25
4.1.7	WHAT ATTRACTS TO BUY FMCG PRODUCTS?	26
4.1.8	WOULD YOU LIKE TO TRY NEW PRODUCTS OR GO WITH THE OLD PRODUCTS?	27
4.1.9	WHICH FACTOR ATTRACTS YOU TO BUY ON THE BASIS OF PRICE?	28
4.1.10	FACTOR INFLUENCES YOU TO BUY TO BUY FMCG PERSONAL CARE PRODUCTS	29
4.1.11	HOW TO GET KNOW ABOUT THE FMCG PERSONAL CARE PRODUCTS?	30
4.1.12	RANK YOUR PREFERENCE BASED ON YOUR EXPERIENCE ON BEAUTY BRAND	31
4.1.13	RANK YOUR PREFERENCE BASED ON YOUR EXPERIENCE ON DETERGENT BRAND	32
4.1.14	RANK YOUR PREFERENCE BASED ON YOUR EXPERIENCE ON ORAL CARE BRAND	33
4.1.15	WOULD YOU MIND BUYING FMCG PERSONAL CARE PRODUCTS ONLINE?	34
4.1.16	HAVE YOU EVER BEEN FASCINATED BY TV ADVERTISEMENT AND GOT ANY FMCG PRODUCTS?	35

LIST OF CHARTS		
TABLE NO	PARTICULARS	PAGE NO
4.1.1	AGE OF RESPONDENT	20
4.1.2	RESPONDENT MONTHLY INCOME	21
4.1.3	HOW FREQUENTLY RESPONDED BUY FMCG PRODUCTS	22
4.1.4	DO YOU PREFER PRICE OVER QUALITY	23
4.1.5	WHERE DO THEY PREFER TO BUY FMCG PRODUCTS?	24
4.1.6	MONEY SPENDED ON FMCG PERSONAL CARE PRODUCTS	25
4.1.7	WHAT ATTRACTS TO BUY FMCG PRODUCTS?	26
4.1.8	WOULD YOU LIKE TO TRY NEW PRODUCTS OR GO WITH THE OLD PRODUCTS?	27
4.1.9	WHICH FACTOR ATTRACTS YOU TO BUY ON THE BASIS OF PRICE?	28
4.1.10	FACTOR INFLUENCES YOU TO BUY TO BUY FMCG PERSONAL CARE PRODUCTS	29
4.1.11	HOW TO GET KNOW ABOUT THE FMCG PERSONAL CARE PRODUCTS?	30
4.1.12	RANK YOUR PREFERENCE BASED ON YOUR EXPERIENCE ON BEAUTY BRAND	31
4.1.13	RANK YOUR PREFERENCE BASED ON YOUR EXPERIENCE ON DETERGENT BRAND	32
4.1.14	RANK YOUR PREFERENCE BASED ON YOUR EXPERIENCE ON ORAL CARE BRAND	33
4.1.15	WOULD YOU MIND BUYING FMCG PERSONAL CARE PRODUCTS ONLINE?	34
4.1.16	HAVE YOU EVER BEEN FASCINATED BY TV ADVERTISEMENT AND GOT ANY FMCG PRODUCTS?	35

ABSTRACT

FMCG as the name says it is the fast moving consumer goods. As how fast the world and technology changes FMCG products also changes every second. This study is about the consumer preference on FMCG personal care products. And what influences them to buy these products and what is their satisfaction level. Everyone has their own preference of buying products like some people buy based on brand name and some will buy based on quality and some based on price like these some factors are included while buying the products. These are things are taken into consideration while purchasing the products. This study includes primary and secondary research. It has included information from newspaper, magazine, television and internet. And also data collected from the consumers based on their experience on product. This study also includes consumer satisfaction level of FMCG personal care products based on the price, quality, quantity and durability. In this study we can see some brands and consumer attraction towards there.

CHAPTER 1

INTRODUCTION

HISTORY

Fast-moving consumer goods (FMCG), also known as consumer packaged goods (CPG), are products that are sold quickly and at a relatively low cost. Examples include non-durable household goods such as packaged foods, beverages, toiletries, candies, cosmetics, over-the-counter drugs, dry goods, and other consumables.

Fast moving consumer goods have a high inventory turnover and are contrasted with specialty items which have lower sales and higher carrying charges. Many retailers carry only FMCGs; particularly hypermarkets, big box stores and warehouse club stores. Small convenience stores also stock fast moving goods; the limited shelf space is filled with higher turnover items.

Fast moving consumer goods (FMCG) is the fourth-largest sector in the Indian economy. There are three main segments in the sector food and beverages, which accounts for 19% of the sector; healthcare, which accounts for 31% of the share; and household and personal care, which accounts for the remaining 50% share. The urban segment contributes to about 55% of the revenue share, while the rural segment accounts for 45%. Rise in rural consumption will drive the FMCG market.

According to Nielsen, the Indian FMCG industry grew 9.4% in the January-March quarter of 2021, supported by consumption-led growth and value expansion from higher product prices, particularly for staples. Final consumption expenditure increased at a CAGR of 5.2% during 2015-20. According to Fitch Solutions, real household spending is projected to increase 9.1% YoY in 2021, after contracting 9.3% in 2020 due to economic impact of the pandemic. The FMCG sector's revenue growth will double from 5-6% in FY21 to 10-12% in FY22, according to CRISIL Ratings. Price increases across product categories will offset the impact of rising raw material prices, along with volume

growth and resurgence in demand for discretionary items, are driving growth. The Indian FMCG industry grew by 36.9% in the second quarter of 2021, despite nationwide lockdowns. In September 2021, rural consumption of FMCG increased 58.2% YoY; this is 2x more than the urban consumption (27.7%). The domestic FMCG market increased 36.9% in April-June 2021. The FMCG market in India is expected to increase at a CAGR of 14.9% to reach US\$ 220 billion by 2025, from US\$ 110 billion in 2020. The Indian processed food market is projected to expand to US\$ 470 billion by 2025, up from US\$ 263 billion in 2019-20.

Indian online grocery market is estimated to exceed sales of about Rs. 22,500 crore (US\$ 3.19 billion) in 2020, a significant jump of 76% over the previous year. The gross merchandise value (GMV) of the online grocery segment in India is expected to increase 18 times over the next five years to reach US\$ 37 billion by FY25. As of February 2021, out of 39 Mega Food Park projects, 22 are operational, 15 are under implementation and 2 are in-principle approval. Many FMCG brands partner with e-commerce platforms such as Dunzo, Flipkart, Grofers and BigBasket to deliver products at the doorstep of consumers during the COVID-19 pandemic. In the fourth quarter of FY21, e-commerce sales of Marico Ltd., Hindustan Unilever Ltd., Dabur India, ITC and Godrej Consumer Products Ltd. were 8%, 6%, 5%, 5%, and 4%, respectively, of the total FMCG sales. As of June 2021, e-commerce share has already touched 7-8% for some of the largest FMCG companies in the country, according to Accenture India.

In October 2021, Procter & Gamble announced an investment of Rs. 500 crore (US\$ 66.8 million) in rural India. In October 2021, Setwel Industries entered the FMCG market with The Food Folks, a company specialising in gourmet formulations.

FMCG companies are looking to invest in energy efficient plants to benefit the society and lower cost in the long term. Dabur India has grown its rural network to over 52,000 villages in March 2020, from 44,000 villages in March 2019. For 2020-21, the company aims to have up to 60,000 villages. The sector recorded an FDI of US\$ 18.59 billion between April 2000 and June 2021.

In January 2021, Udaan raised US\$ 280 million (~Rs. 2,048 crore) in funding from existing and new investors, including Lightspeed Venture Partners and Tencent. With the latest infusion of capital, Udaan has earned a total of US\$ 1.15 billion to date. Although the company did not reveal the valuation information, sources stated that the valuation exceeded US\$ 3 billion after this deal. In September 2021, PepsiCo commissioned its Rs. 814 crore (US\$ 109.56 million) Kosi Kalan foods facility in Mathura, Uttar Pradesh; it is the company's largest Greenfield manufacturing investment in India.

Growing awareness, easier access, and changing lifestyle are the key growth drivers for the consumer market. The focus on agriculture, MSMEs, education, healthcare, infrastructure and tax rebate under Union Budget 2019 20 was expected to directly impact the FMCG sector. Initiatives undertaken to increase the disposable income in the hands of common man, especially from rural areas, will be beneficial for the sector.

Fast-moving consumer goods (FMCG), also known as consumer packaged goods (CPG), are products that are sold quickly and at a relatively low cost. Examples include non-durable household goods such as packaged foods, beverages, toiletries, candies, cosmetics, over-the-counter drugs, dry goods, and other consumables.

Fast moving consumer goods have a high inventory turnover and are contrasted with specialty items which have lower sales and higher carrying charges. Many retailers carry only FMCGs; particularly supermarkets, big box stores and warehouse club stores. Small convenience stores also stock fast moving goods; the limited shelf space is filled with higher turnover items.

WORLD'S LARGEST FMCG COMPANIES

The FMCG industry is composed of some of the most well-known brands worldwide; that's why it is often a great career opportunity to work with such companies. As of 2017, here are the biggest and most popular brand names, worldwide:

- Nestlé – \$91.1 billion in revenues
- Procter & Gamble – \$64.5 billion
- PepsiCo – \$63.5 billion
- Unilever – \$60.5 billion
- Coca-Cola – \$35.4 billion
- L'Oréal – \$29.3 billion
- Philip Morris – \$28.7 billion

KEY BENEFITS FOR FMCG MARKET

- This report provides a quantitative analysis of the current trends, estimations, and dynamics of the FMCG market from 2018 to 2025 to identify the prevailing market opportunities.
- The key countries in all the major regions are mapped based on their market share.
- Porter's Five Forces analysis highlights the potency of buyers and suppliers to enable stakeholders to make profit-oriented business decisions and strengthen their supplier and buyer network.
- In-depth analysis of the market segmentation assists in determining the prevailing market opportunities.
- Major countries in each region are mapped according to their revenue contribution to the global industry. Market player positioning segment facilitates benchmarking and provides a clear understanding of the present position of market players.
- The report includes the analysis of the regional as well as global market, key players, market segments, application areas, and growth strategies.

ADVANTAGES OF FMCG

CUMULATIVE PROFITS

For a retailer's bottom line, the key benefit of CPGs/FMCGs is the cumulative profit they provide. CPGs/FMCGs have low profit margins, which means that a small percentage of each unit sale represents profit. However, CPGs/FMCGs also sell in very high quantities. This means that those small profits add up and can form a significant portion of a retailer's total profits for a fiscal period. This profit serve any number of financial purposes in the business.

CROSS MERCHANDISING OPPORTUNITIES

Retailers thrive when customers buy multiple items on each visit. CPGs/FMCGs provide opportunities for cross merchandising, which occurs when a business places two products from different categories close to one another in a strategic arrangement. For example, an electronics retailer may sell remote controls that have high profit margins but don't fall into the CPG/FMCG category. A shelf of batteries (which are CPGs/FMCGs) next to those remotes provides a chance to boost sales and earn profit on two items when customers choose to buy the batteries they will need to operate their new remotes at the same time.

BRAND APPEAL

When a retailer offers CPGs/FMCGs, it can rely on the brand appeal that they generate to drive sales. Most CPGs/FMCGs come from brands that advertise heavily. This means that when customers see CPGs/FMCGs on store shelves they have pre-existing emotional relationships with those brands, which may not be true of the other items that the retailer sells. Seeing recognizable brands may build trust between the customer and retailer or lead to an additional purchase based on brand awareness, with no special effort from the retailer.

DIVERSIFICATION

Selling CPGs/FMCGs spreads a retailer's revenue sources over a broader spectrum of goods. The profits can help offset slow sales for other products during seasonal dips in demand or periods of reduced consumer confidence. In the category of CPGs/FMCGs, retailers can choose from among an almost unlimited range of product types including pharmaceuticals, food items, beverages, household products and disposable items. The range is so broad that some retailers, such as grocery stores and convenience markets, stay in business selling them exclusively.

FMCG IN INDIA- STATISTICS & FACTS

- The fast-moving consumer goods industry in India is one of the key contributors to its economy. Even though the urban sector contributed the majority share, semi-urban and rural segments had witnessed significant growth in the last decade.
- Largely constituting of the unorganized market, the market size for FMCG in the country was estimated to be as high as 110 billion U.S. dollars in 2020 and expected to grow. Another area that helps boost brand retail in the country is the 100 percent foreign investment approval for single brands and 51 percent for multi-brand companies.
- Household and personal care made up the lion's share of the industry, with healthcare, and food and beverages. However, the onset of the coronavirus (COVID-19) pandemic impacted non-essential segments of the industry, much like the rest of the world, resulting in reduced demand. While offline purchases were dominant, online channels are expected to see a significant growth rate in the years to come. Online portals from established players have started to play an important role in cheaper and more convenient modes of purchase for consumers.

- The online FMCG market in the country was estimated to reach about 45 billion U.S. dollars in 2020. Several startups had achieved success in recent years, securing a strong foothold in a growing market.
- Most of the key players in the industry happen to be well-established conglomerates, some foreign and some domestic. Each of these has brands that are popular across households, presumably with variation according to region or tier. Additionally, advertising plays a vital role in determining how far a product or brand reaches its target, directly impacting consumer spending.
- Increasing incomes, changing lifestyles, easier access, and growing awareness are some of the key drivers of growth and development in this industry. The trend towards more sustainably sourced and manufactured products also influenced the ways in which companies invest and brand their products.

CHARACTERISTICS

TECHNOLOGY

Since the internet is emerging people tend to work and research online more than contextual. They research this online and purchase it offline (ROPO) method. Result of the internet growth FMCG have installed some advantaged manufacturing machines for better quality purposes and that resulted in decreased their profit margin to match with their competitors.

MARKETING DRIVE AND RESEARCH

In India, the priority is to hit the best deals which are the usual mindsets of the people which makes them change different brands. This makes them less likely to stay loyal to a brand. This is the sole reason that FMCG companies are trying to influence and lure the customers with all the promotional deals and offer different combos which attract the customer. These deals directly influence the market and sales.

LOW CAPITAL INTENSITY

The companies who are investing in FMCG require less capital for investment in the manufacturing plants, machinery, equipment, and other fixed assets. This results in a total turnover of five to eight times the invested capital at a fully upgraded manufacturing plant. The companies tend to have low capital intensity as transactions in businesses are still carried out on a credit and cash basis.

HIGH INITIAL LAUNCH COST

The FMCG industry in the US is dominated by some big companies but here in India, the industry is highly fragmented. If you increase the market share of companies it is getting more challenging due to the increase in the number of competitors. The promotions and advertisements, cost of product development, testing market compatibility, market research, and mainly, the launch of the product that is required for the promotions need a high investment.

NATURAL PRODUCTS TREND

According to today's time, the premium end of the market is shifting toward natural products that are made using natural products and ingredients.

CHAPTER 2

LITERATURE REVIEW

REVIEW OF LITERATURE

Geetha Sonkusare (2013)

Impact of television advertising on buying behavior of women consumers' with special reference to FMCG products This study show the factors affecting buying behavior of women consumers, impact of TV advertising on buying behavior and to study the ad strategies used by companies of fmcg products.

Gomathi (2013)

A study on consumer preference towards selected FMCG personal care products In Erode town, Tamilnadu. This study shows the brand awareness of consumers, consumer preference towards personal care products and factors influencing to buy the product.

K. Kumaravel, P. Vikkraman (2013)

A study on consumer behavior towards FMCG products with special reference to personal care products. This study shows the socio-economic background of the consumers, consumer level of satisfaction and different expectation of consumers.

Parag Joshi (2021)

Study of consumer perception towards online shopping of FMCG. This study shows hoe the consumer feels motive and select among different patterns, how they are adopted by environment and how can they improve their marketing campaigns.

Geeta Devi (2021)

An empirical study on role of emotions in consumer buying behavior in relation to FMCG products in district Solan, Himachal Pradesh. This study understand the role of emotions in consumer behavior, it also identifies the cause of satisfaction and dissatisfaction among customers and it also finds out which product is mostly liked by customer.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

In this research we have collected primary data and secondary data. A primary data is a questionnaire and it is collected from the general people. Where secondary data is collected from the websites, magazines and journals. This study also includes their behavior in purchasing FMCG products.

3.2 RESEARCH DESIGN

It is a simply framework of a study that gives the collection and analysis of data.

The survey that contains few questions was used in this project, because consumer's knowledge was main key for this data.

3.3 OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE

- To study the consumer preference on FMCG personal care products.

SECONDARY OBJECTIVE

- To measure the factors influencing consumer behavior towards purchase of personal care products under FMCG portfolio.
- To check the level of consumer satisfaction on various FMCG personal care products.
- To know the different expectation of consumers from the personal care products.

3.4 NEED FOR THE STUDY

- FMCG are produced and sold in large quantities. Since everyone consumes FMCG products in daily life there is need to know about the market response.
- Consumer behaviors is important to any kind of products to survive in this fast moving world.
- It is highly consumed by consumers and it yield higher rate of profits.

3.5 SCOPE OF THE STUDY

- From this study we can know that consumer preference of FMCG personal care products and it will show their satisfaction level on the products.
- In this industry it is important to know about consumers preference of buying products and what based they are buying the products like quality, price, quantity and durability.
- How consumers easily switch from one brand to another without price effect. Because nowadays consumers don't mind the cost of the products. They prefer quality and brand.

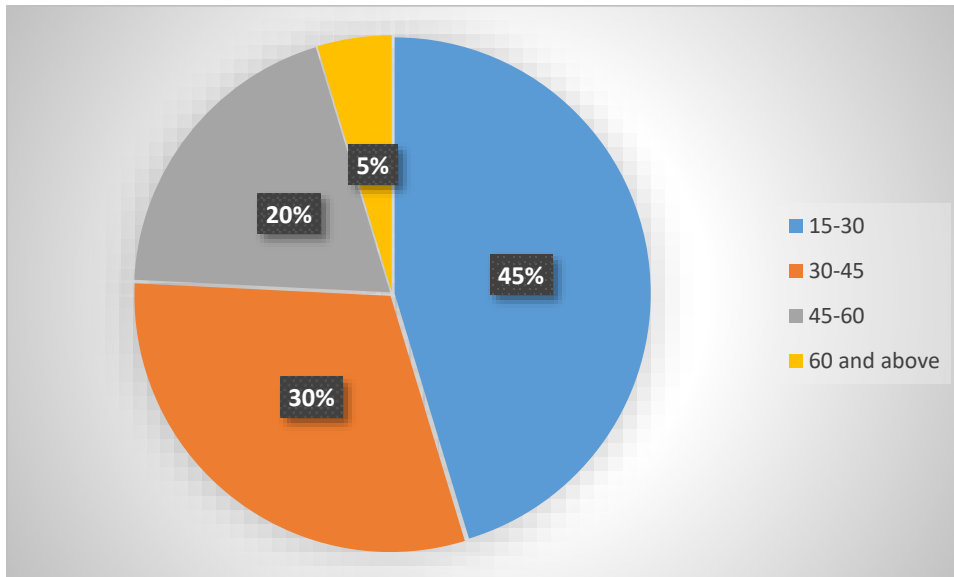
CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

TABLE 4.1.1: AGE OF RESPONDENT

PARTICULARS	NO. OF PARTICIPANTS
15-30	58
30-45	39
45-60	25
60 and above	6
TOTAL	128



INTERPRETATION

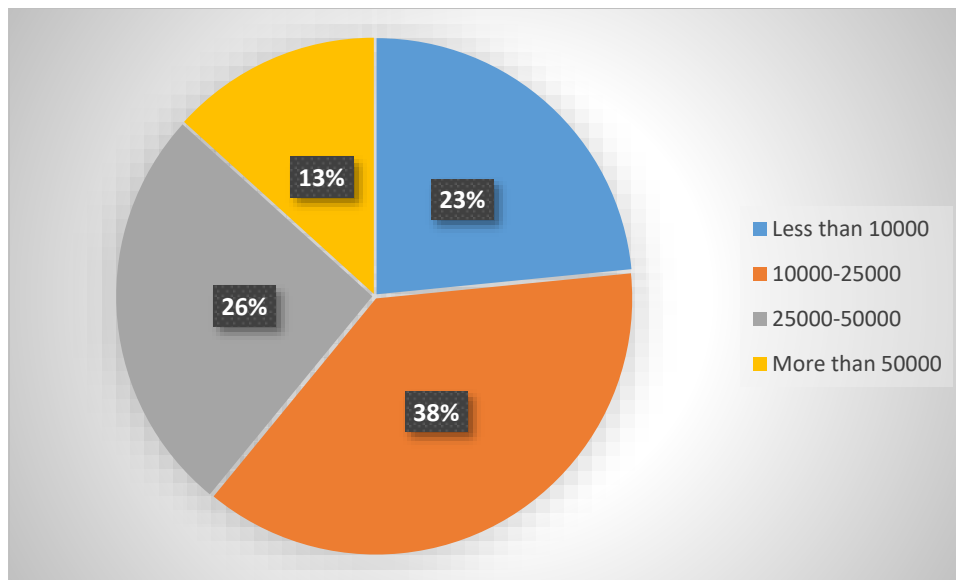
From the above table shows that the age of the respondent are 15-30 – 45%, 30-45 – 30%, 45-60 – 20%, 60 and above – 5% have been responded.

INFERENCE

Majority (45%) of the respondents are 15-30 category.

TABLE 4.1.2: RESPONDENT MONTHLY INCOME

PARTICULARS	NO. OF PARTICIPANTS
Less than 10000	30
10000-25000	48
25000-50000	33
More than 50000	17
TOTAL	128



INTERPRETATION

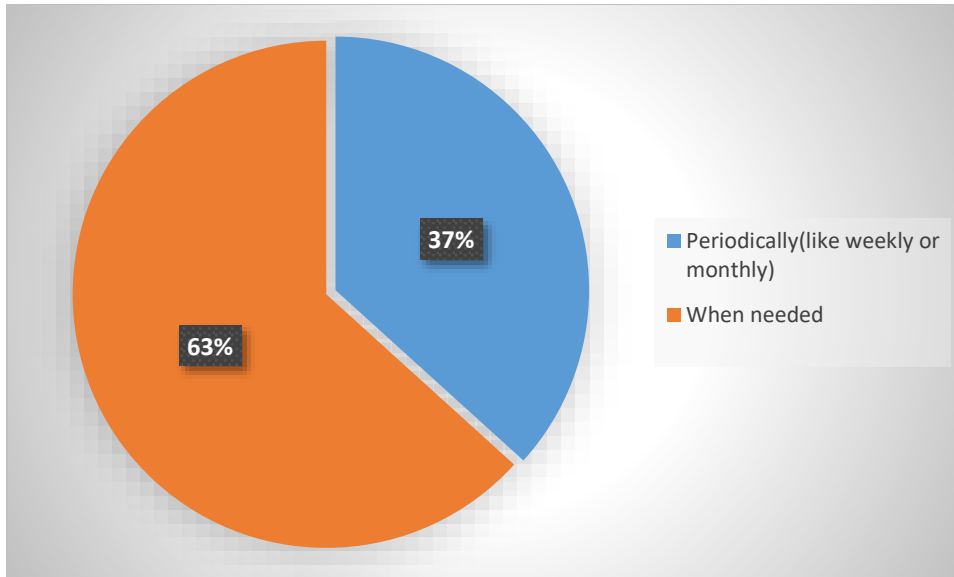
From the above table shows that the monthly income of the respondent are less than 10000 - 23%, 10000-25000 - 38%, 25000-50000 - 26% and more than 50000 - 13% have been responded.

INFERENCE

Majority (38%) of the respondents are getting 10000-25000.

TABLE 4.1.3: HOW FREQUENTLY RESPONDED BUY FMCG PRODUCTS

PARTICULARS	NO. OF PARTICIPANTS
Periodically(like weekly or monthly)	47
When needed	81
TOTAL	128



INTERPRETATION

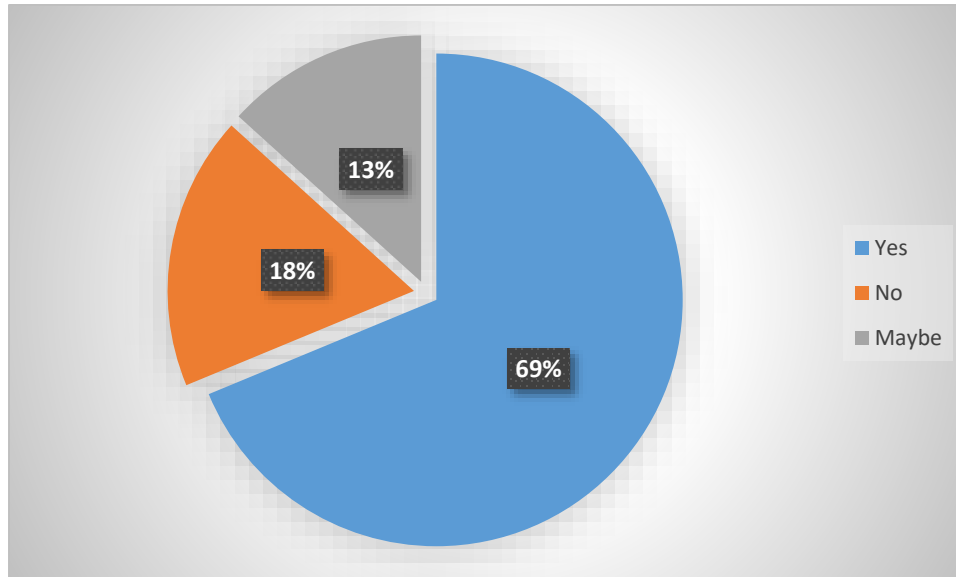
From the above table shows that the how frequently respondent buy FMCG products are periodically (like weekly or monthly) – 37% and when needed – 63% have been responded.

INFERENCE

Majority (63%) of the respondents say when needed only they buy FMCG product

TABLE 4.1.4: DO YOU PREFER PRICE OVER QUALITY

PARTICULARS	NO. OF PARTICIPANTS
Yes	88
No	23
Maybe	17
TOTAL	128



INTERPRETATION

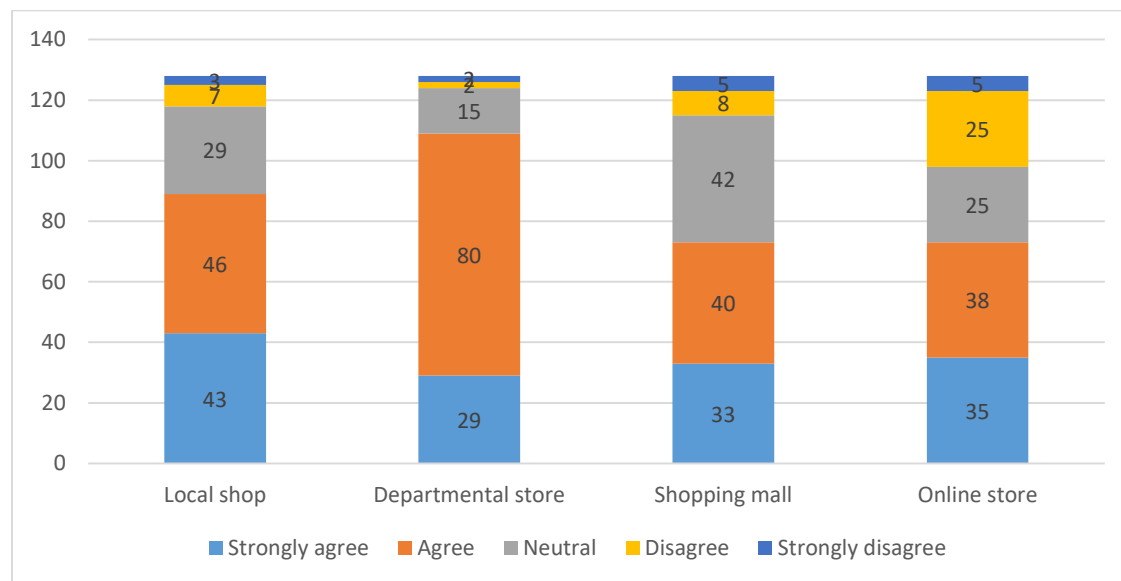
From the above table shows that the do they prefer price over quality, yes – 69%, no – 18% and maybe - 13% have been responded.

INFERENCE

Majority (69%) of the respondent say yes.

TABLE 4.1.5: WHERE DO THEY PREFER TO BUY FMCG PRODUCTS?

PARTICULARS	NO. OF PARTICIPANTS					TOTAL
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	
Local shop	43	46	29	7	3	128
Departmental store	29	80	15	2	2	128
Shopping mall	33	40	42	8	5	128
Online store	35	38	25	25	5	128



INTERPRETATION

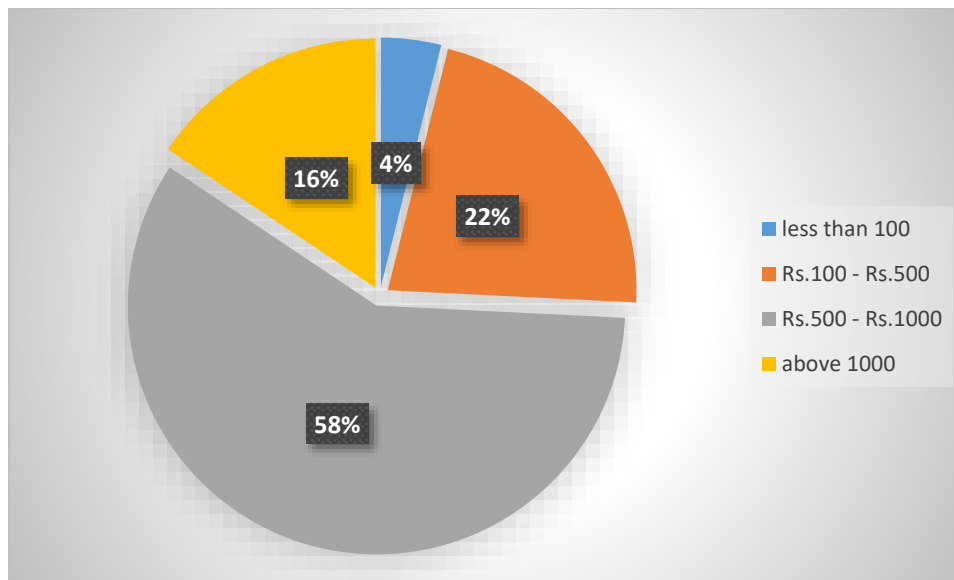
From the above table shows that 43 prefer local shops, 29 prefer departmental store, 33 prefer shopping mall and 35 prefer online store.

INFERENCE

Majority 43 of the respondents says local shop.

TABLE 4.1.6: MONEY SPENDED ON FMCG PERSONAL CARE PRODUCTS

PARTICULARS	NO. OF PARTICIPANTS
Less than 100	5
Rs.100 - Rs.500	28
Rs.500 - Rs.1000	75
above 1000	20
TOTAL	128



INTERPRETATION

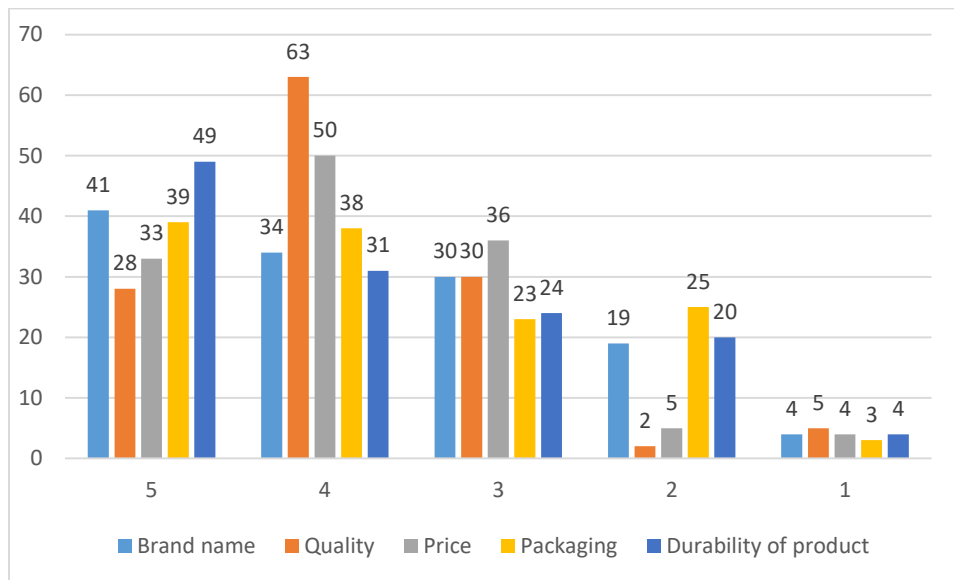
From the above table shows that the money spent by respondent, less than Rs.100 – 4%, Rs.100 - Rs.500 – 22%, Rs.500 - Rs.1000 – 58% and above Rs.1000 – 16% have been responded.

INFERENCE

Majority (58%) of the respondents are using Rs.500-Rs.1000.

TABLE 4.1.7: WHAT ATTRACTS TO BUY FMCG PRODUCTS?

PARTICULARS	NO. OF PARTICIPANTS					TOTAL
	5	4	3	2	1	
Brand name	41	34	30	19	4	128
Quality	28	63	30	2	5	128
Price	33	50	36	5	4	128
Packaging	39	38	23	25	3	128
Durability of product	49	31	24	20	4	128



INTERPRETATION

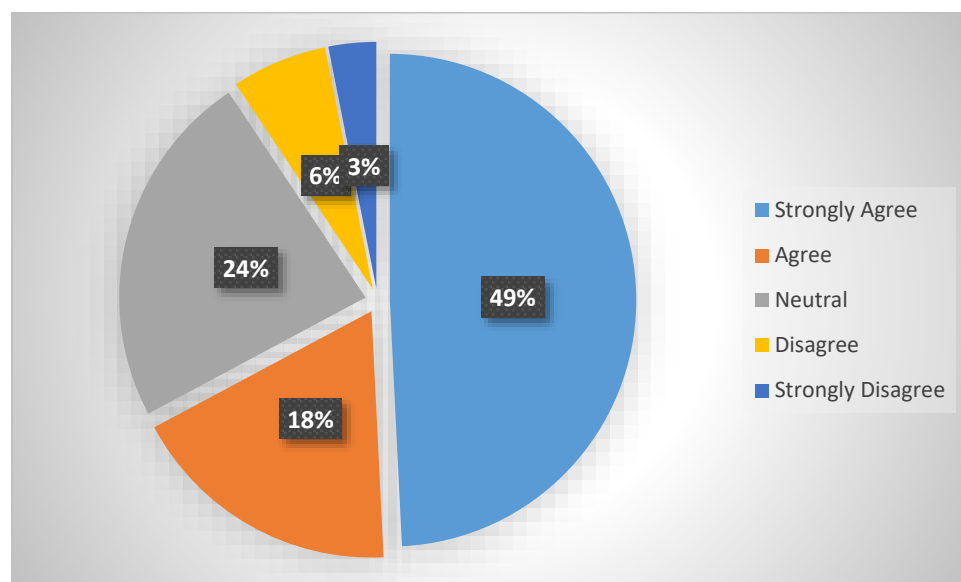
From the above table shows that the 41 prefer brand name, 63 prefer quality, 50 prefer price, 39 prefer packaging and 49 prefer durability of product.

INFERENCE

Majority 63 of the respondents prefer quality.

TABLE 4.1.8: WOULD YOU LIKE TO TRY NEW PRODUCTS OR GO WITH THE OLD PRODUCTS?

PARTICULARS	NO. OF PARTICIPANTS
Strongly Agree	63
Agree	23
Neutral	30
Disagree	8
Strongly Disagree	4
TOTAL	128



INTERPRETATION

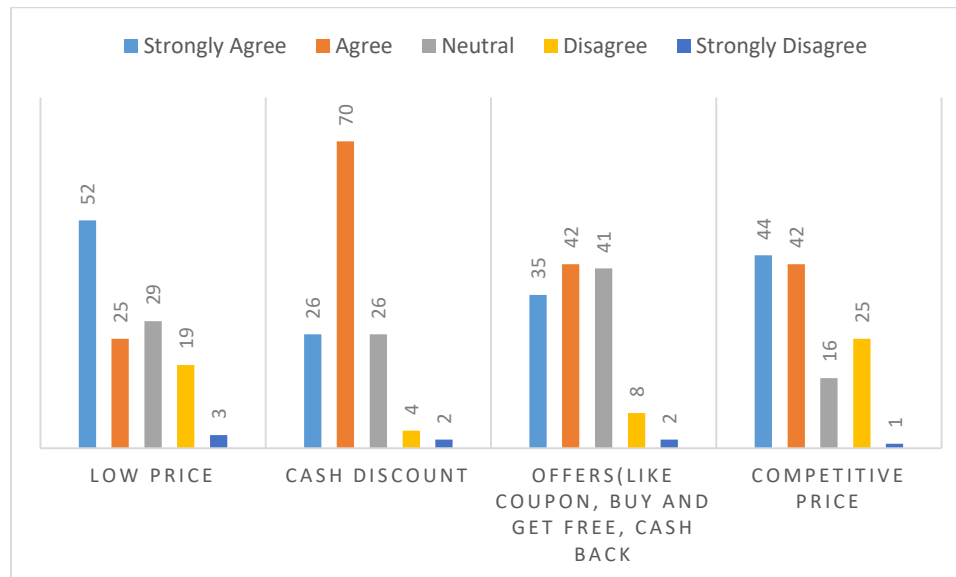
From the above table shows that the, strongly agree – 49%, agree – 18%, neutral - 24%, disagree – 6% and strongly disagree – 3% have been responded.

INFERENCE

Majority (49%) of the respondents are strongly agree.

TABLE 4.1.9: WHICH FACTOR ATTRACTS YOU TO BUY ON THE BASIS OF PRICE?

PARTICULARS	NO. OF PARTICIPANTS					
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	TOTAL
Low price	52	25	29	19	3	128
Cash discount	26	70	26	4	2	128
Offers(like coupon, buy and get free, cash back	35	42	41	8	2	128
Competitive price	44	42	16	25	1	128



INTERPRETATION

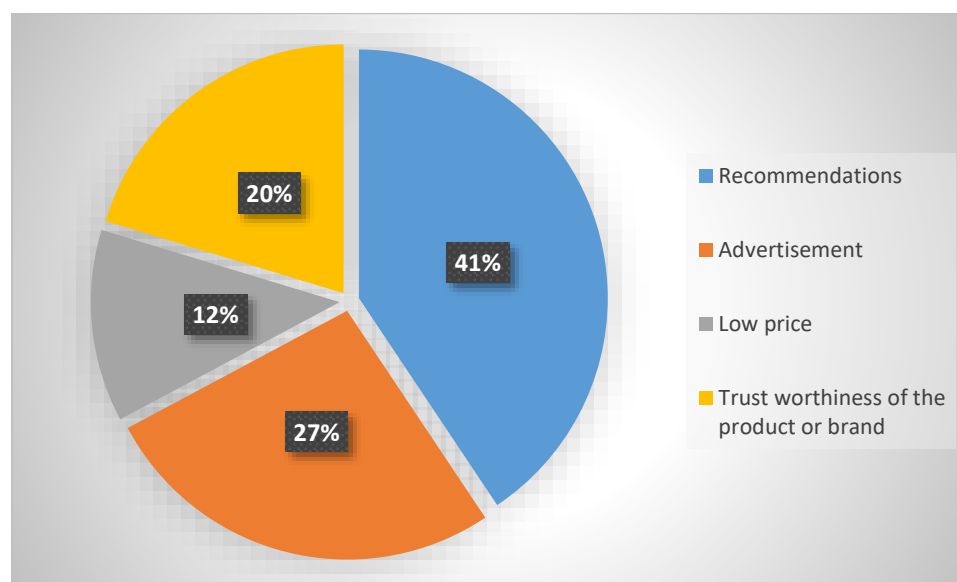
From the above table shows that strongly agree to disagree for low price – 52 members strongly agree, cash discount – 26 members strongly agree, offers (like coupon, buy and get free) - 35 strongly agree and competitive price – 44 members strongly agree.

INFERENCE

Majority 52 of the respondents strongly agree for low price.

TABLE 4.1.10: FACTOR INFLUENCES YOU TO BUY TO BUY FMCG PERSONAL CARE PRODUCTS

PARTICULARS	NO. OF PARTICIPANTS
Recommendations	52
Advertisement	34
Low price	16
Trust worthiness of the product or brand	26
TOTAL	128



INTERPRETATION

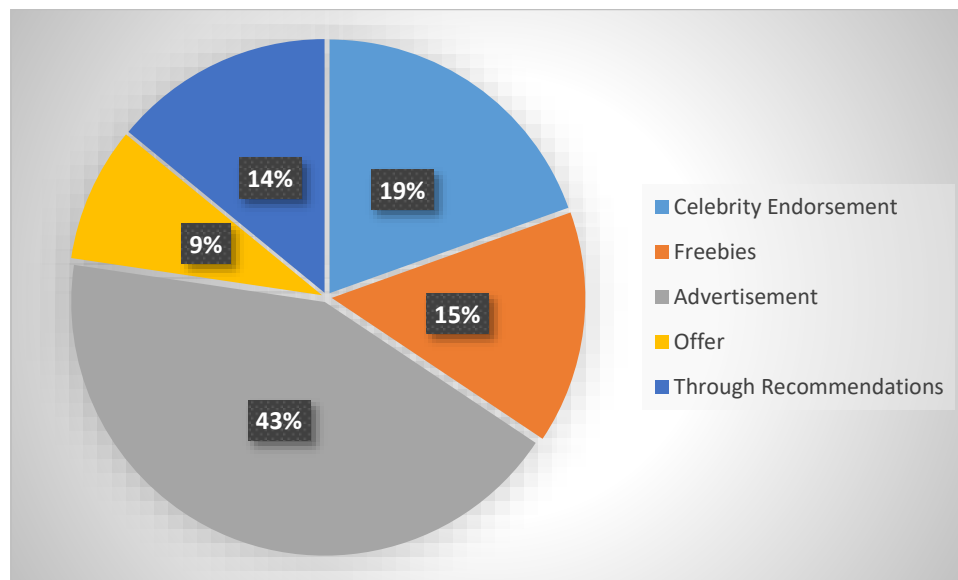
From the above table shows that the, Recommendations - 41%, advertisement – 27%, Low price – 12% and Trust worthiness of the product or brand – 20% have been responded.

INFERENCE

Majority (41%) of the respondents says recommendations.

TABLE 4.1.11: HOW TO GET KNOW ABOUT THE FMCG PERSONAL CARE PRODUCTS?

PARTICULARS	NO. OF PARTICIPANTS
Celebrity Endorsement	25
Freebies	19
Advertisement	55
Offer	11
Through Recommendations	18
TOTAL	128



INTERPRETATION

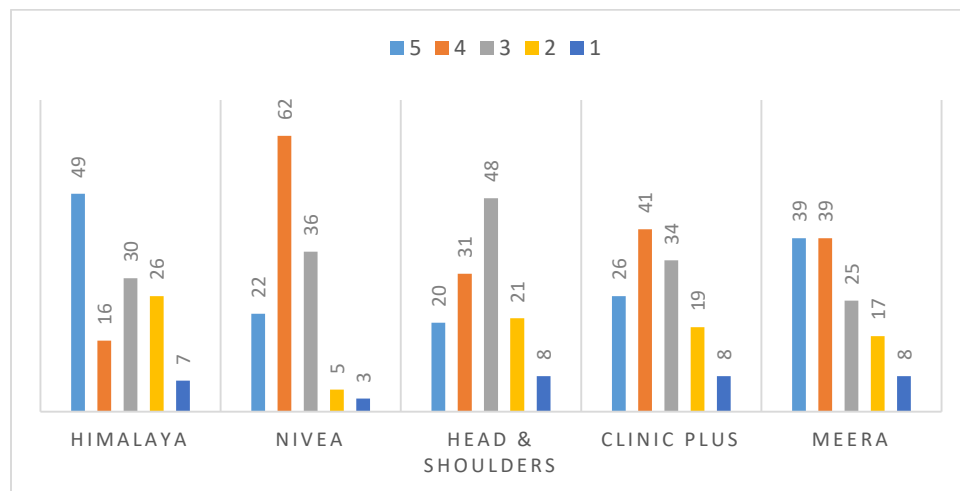
From the above table shows that the, Celebrity Endorsement – 19%, freebies – 15%, Advertisement – 43%, offer – 9% and through recommendation – 14% have been responded.

INFERENCE

Majority (43%) of the respondents say advertisement.

TABLE 4.1.12: RANK YOUR PREFERENCE BASED ON YOUR EXPERIENCE ON BEAUTY BRAND

PARTICULARS	NO. OF PARTICIPANTS					TOTAL
	5	4	3	2	1	
Himalaya	49	16	30	26	7	128
Nivea	22	62	36	5	3	128
Head & shoulders	20	31	48	21	8	128
clinic plus	26	41	34	19	8	128
Meera	39	39	25	17	8	128



INTERPRETATION

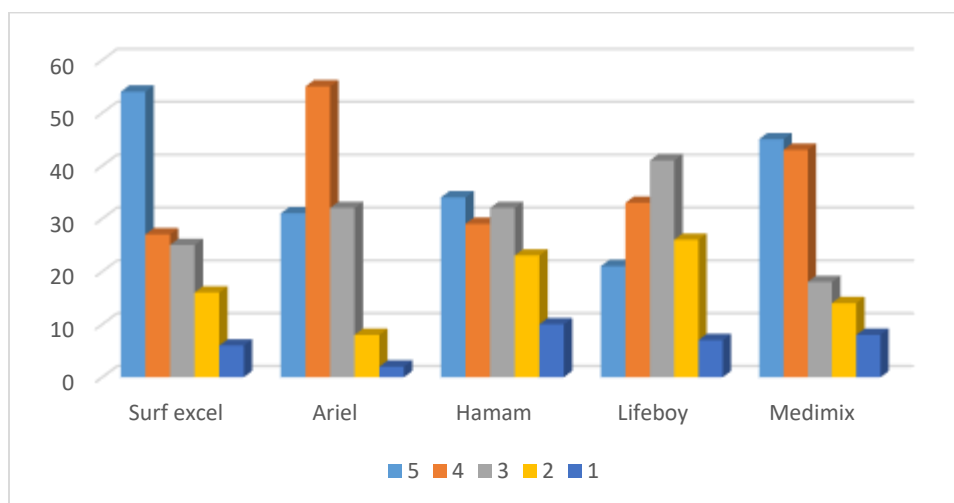
From the above table shows that the application 5 ratings are 49 – Himalaya, 22 – nivea, 20 – head & shoulders, 26 - clinic plus, 39 – meera.

INFERENCE

Majority 49 of the respondents are using himalaya.

TABLE 4.1.13: RANK YOUR PREFERENCE BASED ON YOUR EXPERIENCE ON DETERGENT BRAND

PARTICULARS	NO. OF PARTICIPANTS					TOTAL
	5	4	3	2	1	
Surf excel	54	27	25	16	6	128
Ariel	31	55	32	8	2	128
Hamam	34	29	32	23	10	128
Lifeboy	21	33	41	26	7	128
Medimix	45	43	18	14	8	128



INTERPRETATION

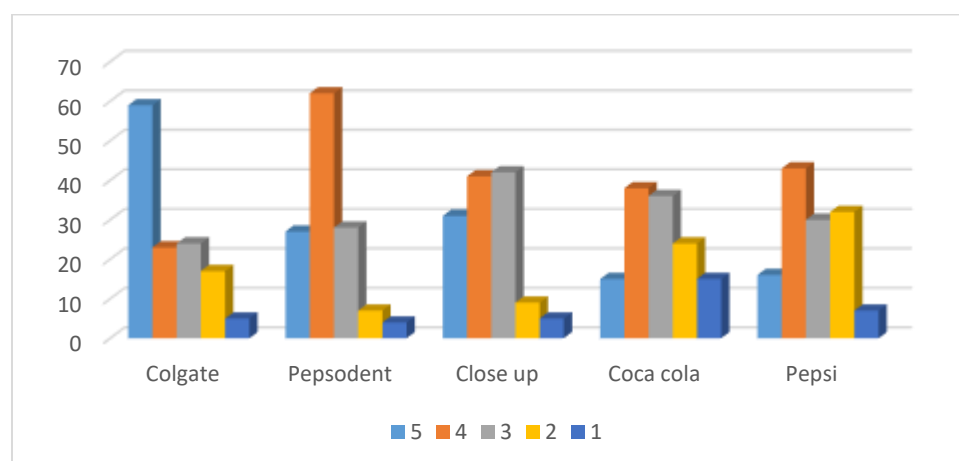
From the above table shows that the 5 ratings are given for 54 – surf excel, 31 – ariel, 34 – hamam, lifeboy – 21, medimix – 45.

INFERENCE

Majority 54 of the respondents are using surf excel.

TABLE 4.1.14: RANK YOUR PREFERENCE BASED ON YOUR EXPERIENCE ON ORAL CARE BRAND

PARTICULARS	NO. OF PARTICIPANTS					TOTAL
	5	4	3	2	1	
Colgate	59	23	24	17	5	128
Pepsodent	27	62	28	7	4	128
Close up	31	41	42	9	5	128
Coca cola	15	38	36	24	15	128
Pepsi	16	43	30	32	7	128



INTERPRETATION

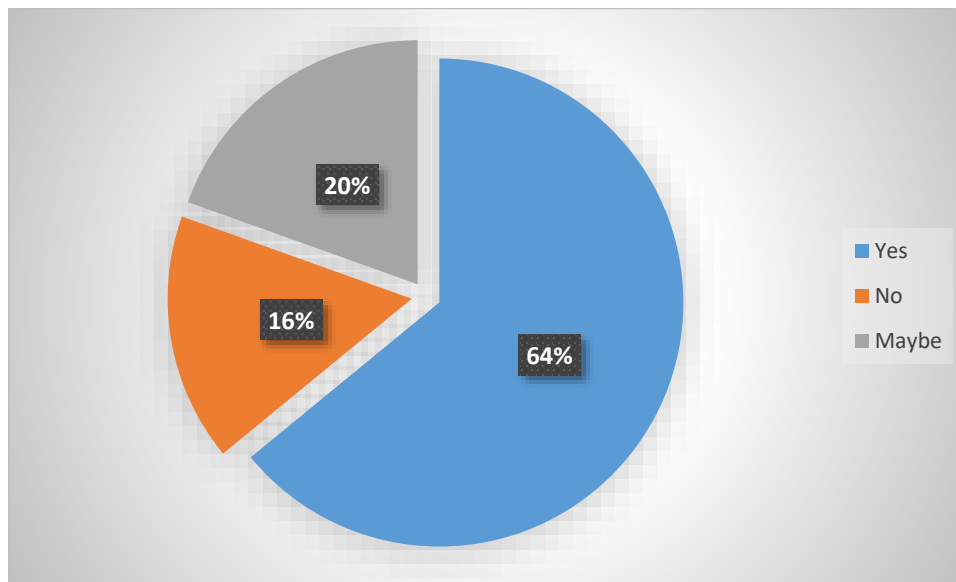
From the above table shows that the 5 ratings are given for 59 – colgate, 27 – pepsodent, 31 – close up, 15 – coca cola, 16 – pepsi.

INFERENCE

Majority 59 of the respondents are using colgate.

TABLE 4.1.15: WOULD YOU MIND BUYING FMCG PERSONAL CARE PRODUCTS ONLINE?

PARTICULARS	NO. OF PARTICIPANTS
Yes	82
No	21
Maybe	25
TOTAL	128



INTERPRETATION

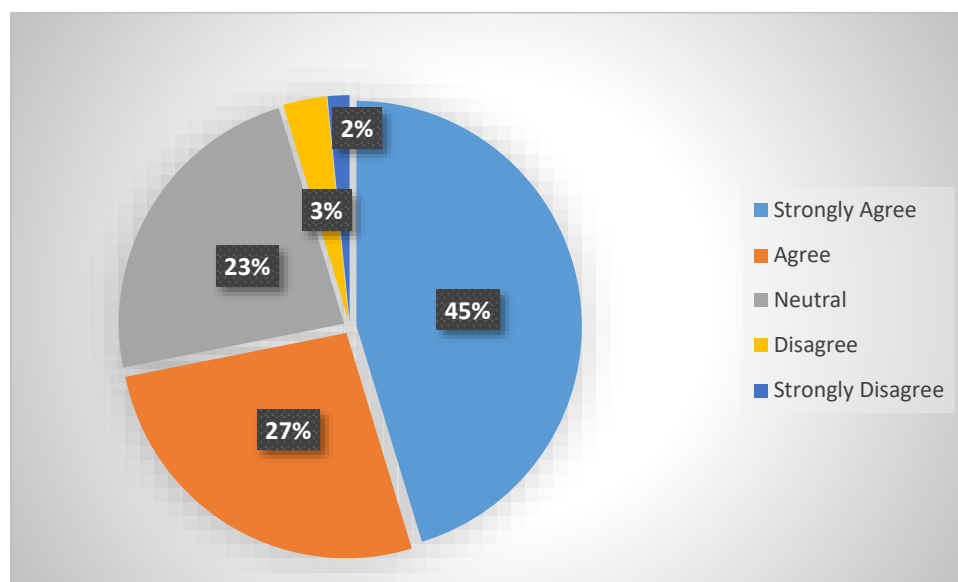
From the above table shows that the, yes – 64%, no – 16% and maybe - 20% have been responded.

INFERENCE

Majority (64%) of the respondents says yes.

TABLE 4.1.16: HAVE YOU EVER BEEN FASCINATED BY TV ADVERTISEMENT AND GOT ANY FMCG PRODUCTS?

PARTICULARS	NO. OF PARTICIPANTS
Strongly Agree	58
Agree	34
Neutral	30
Disagree	4
Strongly Disagree	2
TOTAL	128



INTERPRETATION

From the above table shows that the, strongly agree – 45%, agree – 27%, neutral – 23%, disagree – 3% and strongly disagree – 2% have been responded.

INFERENCE

Majority (45%) of the respondents says strongly agree.

CORRELATION

HYPOTHESIS

Null hypothesis (H0): There is no significant association between how much applicants monthly income with how much money monthly you spend on FMCG personal care products.

Alternative hypothesis (H1): There is a significant association between how much applicants monthly income with how much money monthly you spend on FMCG personal care products.

Correlations

		Monthly income	Money spend on fmcg
Monthly income	Pearson Correlation	1	.250**
	Sig. (2-tailed)		.004
	N	128	128
Money spend on fmcg	Pearson Correlation	.250**	1
	Sig. (2-tailed)	.004	
	N	128	128

** . Correlation is significant at the 0.01 level (2-tailed).

INTERPRETATION

The value of Correlation coefficient (r) is 0.250. Hence there is high correlation between how much applicants monthly income with how much money monthly you spend on FMCG personal care products.

CHI-SQUARE TEST

HYPOTHESIS

Null hypothesis (H0): There is no significant association between what is your age with which factor influences you to buy to buy FMCG personal care products

Alternative hypothesis (H1): There is a significant association between what is your age with which factor influences you to buy to buy FMCG personal care products

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
What is your age? * Which factor influences you to buy to buy FMCG personal care products?	128	100.0%	0	0.0%	128	100.0%

What is your age? * Which factor influences you to buy to buy FMCG personal care products? Cross tabulation

Count

		Which factor influences you to buy to buy FMCG personal care products?				Total
		Advertisement	Low price	Recommendations	Trust worthiness of the product or brand	
What is your age?	15-30	20	7	17	14	58
	30-45	5	8	18	8	39
	45-60	7	1	14	3	25
	60 and above	2	0	3	1	6
Total		34	16	52	26	128

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.486 ^a	9	.142
Likelihood Ratio	15.117	9	.088
N of Valid Cases	128		

a. 6 cells (37.5%) have expected count less than

5. The minimum expected count is .75.

RESULT:

Since p value (0.142) is greater than > 0.05 we accept the null hypothesis and reject the alternate hypothesis. There is no significant difference between the applicants age with which factor influences you to buy to buy FMCG personal care products.

CHAPTER 5

SUMMARY OF FINDINGS, SUGGESTIONS & CONCLUSION

FINDINGS

- Majority (45%) of the respondents are 15-30 category.
- Majority (38%) of the respondents are getting 10000-25000.
- Majority (63%) of the respondents say when needed only they buy FMCG product
- Majority (69%) of the respondent say yes.
- Majority 43 of the respondents says local shop.
- Majority (58%) of the respondents are using Rs.500-Rs.1000.
- Majority 63 of the respondents prefer quality.
- Majority (49%) of the respondents are strongly agree.
- Majority 52 of the respondents strongly agree for low price.
- Majority (41%) of the respondents says recommendations.
- Majority (43%) of the respondents say advertisement.
- Majority 49 of the respondents are using himalaya.
- Majority 54 of the respondents are using surf excel.
- Majority 59 of the respondents are using colgate.
- Majority (64%) of the respondents says yes.
- Majority (45%) of the respondents says strongly agree.

SUGGESTIONS

- From the study we can know that customer prefer price over quality so manufacturer have to concentrate more on quality of the goods. People think they need quality products at affordable price.
- People want to try with the new products when compared to the old products. So they should be concentrate more on product innovation and brand building. Brand name plays major part in purchasing of FMCG product.

- Advertisement is the biggest factor that encourages customer to buy FMCG products. So company should spend some quality time on good advertisement that attracts people to buy their products.
- People attracted more on offers and discount on products brands should come forward and give some offers, coupons, discount, etc.

CONCLUSION

In any kind of market customers are most important. Their feedback and response plays an important role. In market there are many products and brands available all this in the hand of customers which one they choose as their favorite. So it is important to create reasonable and quality products to sustain in the market. This study mainly focused on consumer preference and their satisfaction level. From a consumer response we can know that brand and quality plays a major role in FMCG products. FMCG merchandise that area unit typically used short amount of days, weeks, Or months, and inside one year. FMCG have a brief life, either as a results of high shopper demand and therefore the product deteriorates rapidly. Buying of FMCG merchandise involves several shopping for behavior patterns. Higher understanding of shopper perception towards FMCG merchandise can create high profits to the supermarkets. The suggestions got to the priority to focus its attention chiefly on delighting the client and to meet the necessities and expectation toward consumer behavior is essentially full of product specific factors like place, price, product and promotion. Additionally to it personal factors like psychology factors and folks influences additionally having impact on the patron behavior merchandise. Thus, during this study the research worker had created an effort to seek out the customers' feedback regarding the supply of product and services and also varied various answer are given to boost the customers' demand. This study has been with success completed and helped to understand the patron behavior relating to the personal care product. It clears from the study that FMCG attain a significant role within the commodity market the manufacture on gift quality merchandise.

REFERENCE

- https://en.wikipedia.org/wiki/Fast-moving_consumer_goods
- <https://www.investopedia.com/terms/f/fastmoving-consumer-goods-fmcg.asp>
- <https://corporatefinanceinstitute.com/resources/knowledge/other/fast-moving-consumer-goods-fmcg/>
- <https://businesspartnermagazine.com/essential-role-market-research-fmcg-product-launch/#:~:text=FMCG%20research%20not%20only%20gains,distribution%20and%20the%20competitive%20dynamics.>
- <https://www.sisinternational.com/expertise/industries/consumer-goods-market-research/>
- <https://www.researchgate.net/publication/342865949>
- [https://www.worldwidejournals.com/international-journal-of-scientific-research-\(IJSR\)/article/a-study-on-consumer-preference-towards-selected-fmcg-personal-care-products-in-erode-town-tamilnadu/MjA1NA==/?is=1](https://www.worldwidejournals.com/international-journal-of-scientific-research-(IJSR)/article/a-study-on-consumer-preference-towards-selected-fmcg-personal-care-products-in-erode-town-tamilnadu/MjA1NA==/?is=1)
- https://www.researchgate.net/publication/289573027_A_study_on_consumer_behavior_towards_FMCG_products_with_special_reference_to_personal_care_products
- <https://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.686.2053&rep=rep1&type=pdf>

QUESTIONNAIRE

1. Age

2. Monthly income?

- Less than 10000
- 10000-25000
- 25000-50000
- More than 50000

3. How frequently you buy these items?

- On Necessity
- Occasionally

4. Do you prefer price over quality?

- yes
- no

5. Where do you prefer to buy FMCG personal care items? (likert scale)

- local shop
- departmental store
- shopping mall
- online store

6. How much money monthly you spend on FMCG personal care products?

- less than 100
- Rs.100 - Rs.500
- Rs.500 - Rs.1000
- above 1000

7. Would you like to try new products or go with the old products?

- strongly agree
- Agree
- Neutral
- Disagree
- strongly disagree

8. According to you what attracts you to buy FMCG products and rate according to them? (Rating)

- brand name
- Quality
- Price
- Packaging
- durability of product

9. Which factor attracts you to buy on the basis of price?

- Low Price
- Cash Discount
- offers(like coupon, buy and get free, cash back)
- competitive price

10. Which factors influences you to buy to buy FMCG personal care products?

- Recommendations
- advertisement
- low price
- trust worthiness of the product or brand

11. How to get know about the FMCG personal care products?

- Celebrity Endorsement
- Freebies
- Advertisement

- Offer
- through Recommendations(friends, family,etc)

12. Rank your preference for the skin care and hair care brand which one is most preferred and least preferred.

- Himalaya
- Nivea
- Head & shoulders
- clinic plus
- Meera

13. Rank your preference for the detergent and soap brand which one is most preferred and least preferred.

- Surf excel
- Ariel
- Hamam
- Lifeboy
- Medimix

14. Rank your preference for the tooth paste and cold drinks brand which one is most preferred and least preferred.

- Colgate
- Pepsodent
- Close up
- Coca cola
- Pepsi

15. Would you mind buying FMCG personal care products online?

- Yes
- No
- Maybe

16. Have you ever been fascinated by TV advertisement and got any FMCG products?

- Yes
- No
- Maybe

ANNEXURE

A STUDY ON CONSUMER BEHAVIOUR TOWARDS FMCG PRODUCTS WITH SPECIAL REFERENCE TO PERSONAL CARE PRODUCTS

Ms.P.Jaga Deepika, B.com, MBA,
School of management studies, Sathyabama institute of science and technology,
Chennai, Tamilnadu, South India.
jagadeepika03@gmail.com

Dr.J.Rani, MBA, M.Phil, Ph.D,
Assistant professor,
Sathyabama institute of science and technology,
Chennai, Tamilnadu, South India.
rani.soms@sathyabama.ac.in

ABSTRACT

FMCG as the name says it is the fast moving consumer goods. As how fast the world and technology changes FMCG products also changes every second. This study is about the consumer preference on FMCG personal care products. And what influences them to buy these products and what is there satisfaction level. Everyone has their own preference of buying products like some people buy based on brand name and some will buy based on quality and some based on price like these some factors are included while buying the products. These are things are taken into consideration while purchasing the products. This study includes primary and secondary research. It has included information from newspaper, magazine,

television and internet. And also data collected from the consumers based on their experience on product. This study also includes consumer satisfaction level of FMCG personal care products based on the price, quality, quantity and durability. In this study we can see some brands and consumer attraction towards there.

INTRODUCTION

HISTORY

Fast-shifting patron items (FMCG), additionally referred to as patron packaged items (CPG), and is merchandise which can be offered quick and at an especially low value. Examples include non-long lasting family items which include packaged meals, beverages, toiletries, candies,

cosmetics, over the counter drugs, dry items, and different consumables. Fast shifting patron items have an excessive stock turnover and are contrasted with distinctiveness gadgets that have decrease income and better sporting charges. Many stores convey best FMCGs; specifically hypermarkets, massive field shops and warehouse club shops. Small comfort shops additionally inventory rapid shifting items; the restricted shelf space is packed with better turnover gadgets.

WORLD'S LARGEST FMCG COMPANIES

- Nestlé – \$91.1 billion in revenues
- Procter & Gamble – \$64.5 billion
- PepsiCo – \$63.5 billion
- Unilever – \$60.5 billion
- Coca-Cola – \$35 billion
- L'Oréal – \$29 billion
- Philip Morris – \$28 billion

KEY BENEFITS FOR FMCG MARKET

- Porter's Five Forces evaluation highlights the efficiency of customers and providers to permit stakeholders to make earnings-orientated enterprise choices and strengthen their provider and client community.
- In-intensity evaluation of the marketplace segmentation assists in figuring out the winning marketplace possibilities.
- Major international locations in every vicinity are mapped in keeping with their sales contribution to the

worldwide enterprise. Market participant positioning section facilitates benchmarking and presents a clean know-how of the prevailing function of marketplace gamers.

- The record consists of the evaluation of the local in addition to international marketplace, key gamers, marketplace segments, software areas, and increase strategies.

LITERATURE REVIEW

Geetha Sonkusare (2013)

Impact of television advertising on buying behavior of women consumers' with special reference to FMCG products This study show the factors affecting buying behavior of women consumers, impact of TV advertising on buying behavior and to study the ad strategies used by companies of fmcg products.

Gomathi (2013)

A study on consumer preference towards selected FMCG personal care products In Erode town, Tamilnadu. This study shows the brand awareness of consumers, consumer preference towards personal care products and factors influencing to buy the product.

K. Kumaravel, P. Vikkraman (2013)

A study on consumer behavior towards FMCG products with special reference to personal care products. This study shows the socio-economic background of the consumers, consumer level of satisfaction and different expectation of consumers.

Parag Joshi (2021)

Study of consumer perception towards online shopping of FMCG. This study shows how the consumer feels motivated and selects among different patterns, how they are adopted by environment and how can they improve their marketing campaigns.

Geeta Devi (2021)

An empirical study on role of emotions in consumer buying behavior in relation to FMCG products in district Solan, Himachal Pradesh. This study understands the role of emotions in consumer behavior.

OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE

- To study the consumer preference on FMCG personal care products.

SECONDARY OBJECTIVE

- To measure the factors influencing consumer behavior towards purchase of personal care products under FMCG portfolio.
- To check the level of consumer satisfaction on various FMCG personal care products.
- To know the different expectations of consumers from the personal care products.

RESEARCH METHODOLOGY

INTRODUCTION

In this study we have sourced primary and secondary data. A primary data is a

questionnaire and it is collected from the general people. Where secondary data is collected from the websites, magazines and journals.

RESEARCH DESIGN

It is a simple framework of a study that gives the collection and analysis of data. The survey that contains few questions was used in this project, because consumer's knowledge was the main key for this data.

NEED FOR THE STUDY

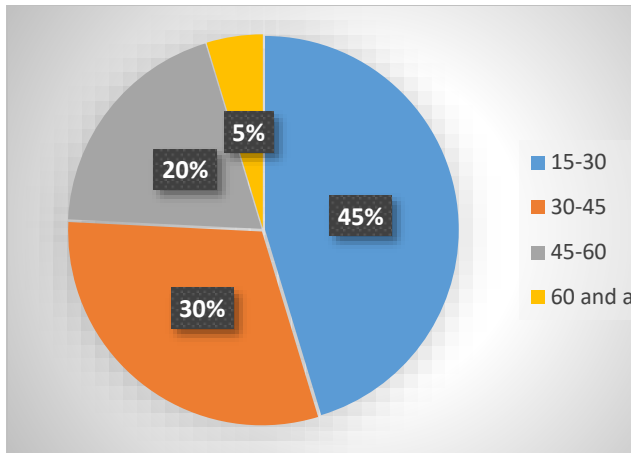
- FMCG are produced and sold in large quantities. Since everyone consumes FMCG products in daily life there is a need to know about the market response.
- Consumer behavior is important to any kind of products to survive in this fast-moving world.
- It is highly consumed by consumers and it yields a higher rate of profits.

DATA ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

TABLE 1: AGE OF RESPONDENT

PARTICULARS	NO. OF PARTICIPANTS
15-30	58
30-45	39
45-60	25
60 and above	6
TOTAL	128



INTERPRETATION

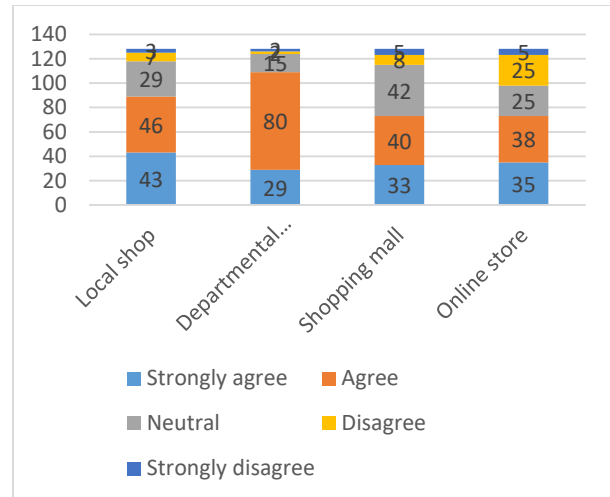
From the above table shows that the age of the respondent are 15-30 – 45%, 30-45 – 30%, 45-60 – 20%, 60 and above – 5% have been responded.

INFERENCE

Majority (45%) of the respondents are 15-30 category.

TABLE 2: WHERE DO THEY PREFER TO BUY FMCG PRODUCTS?

PARTICULARS	NO. OF PARTICIPANTS					TOTAL
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	
Local shop	43	46	29	7	3	128
Departmental store	29	80	15	2	2	128
Shopping mall	33	40	42	8	5	128
Online store	35	38	25	25	5	128



INTERPRETATION

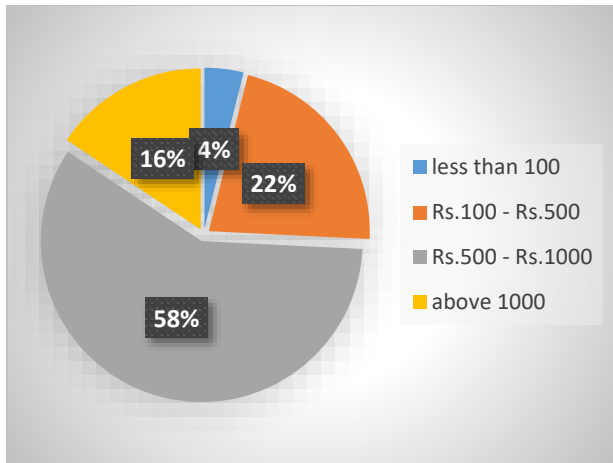
From the above table shows that 43 prefer local shops, 29 prefer departmental store, 33 prefer shopping mall and 35 prefer online store.

INFERENCE

Majority 43 of the respondents says local shop.

TABLE 3: MONEY SPENDED ON FMCG PERSONAL CARE PRODUCTS

PARTICULARS	NO. OF PARTICIPANTS
less than 100	5
Rs.100 - Rs.500	28
Rs.500 - Rs.1000	75
above 1000	20
TOTAL	128



INTERPRETATION

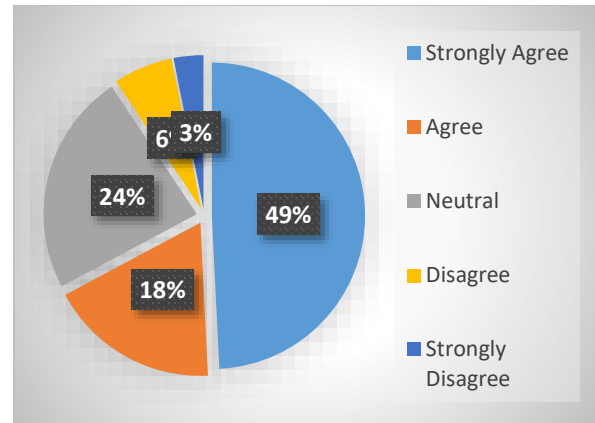
From the above table shows that the money spent by respondent, less than Rs.100 – 4%, Rs.100 - Rs.500 – 22%, Rs.500 - Rs.1000 – 58% and above Rs.1000 – 16% have been responded.

INFERENCE

Majority (58%) of the respondents are using Rs.500-Rs.1000.

TABLE 4: WOULD YOU LIKE TO TRY NEW PRODUCTS OR GO WITH THE OLD PRODUCTS?

PARTICULARS	NO. OF PARTICIPANTS
Strongly Agree	63
Agree	23
Neutral	30
Disagree	8
Strongly Disagree	4
TOTAL	128



INTERPRETATION

From the above table shows that the, strongly agree – 49%, agree – 18%, neutral - 24%, disagree – 6% and strongly disagree – 3% have been responded.

INFERENCE

Majority (49%) of the respondents are strongly agree.

CORRELATION

HYPOTHESIS

Null hypothesis (H0): There is no significant association between how much applicants monthly income with how much money monthly you spend on FMCG personal care products.

Alternative hypothesis (H1): There is a significant association between how much applicants monthly income with how much money monthly you spend on FMCG personal care products.

Correlations

		Monthly income	Money spent on fmcg
Monthly income	Pearson Correlation	1	.250**
	Sig. (2-tailed)		.004
	N	128	128
Money spent on fmcg	Pearson Correlation	.250**	1
	Sig. (2-tailed)	.004	
	N	128	128

** . Correlation is significant at the 0.01 level (2-tailed).

INTERPRETATION

The value of Correlation coefficient (r) is 0.250. Hence there is high correlation between how much applicants monthly income with how much money monthly you spend on FMCG personal care products.

SUGGESTIONS

- From the study we can know that customer prefer price over quality so manufacturer have to concentrate more on quality of the goods. People think they need quality products at affordable price.
- People want to try with the new products when compared to the old products. So they should be

concentrate more on product innovation and brand building. Brand name plays major part in purchasing of FMCG product.

- Advertisement is the biggest factor that encourages customer to buy FMCG products. So company should spend some quality time on good advertisement that attracts people to buy their products.
- People attracted more on offers and discount on products brands should come forward and give some offers, coupons, discount, etc.

CONCLUSION

In any kind of market customers are most important. There feedback and response plays an important role. In market there are many products and brands available all this in the hand of customers which one they choose as their favorite. So it is important to create reasonable and quality products to sustain in the market. This study mainly focused on consumer preference and there satisfaction level. From a consumer response we can know that brand and quality plays a major role in FMCG products. FMCG merchandise that area unit typically used short amount of days, weeks, Or months, and inside one year. FMCG have a brief life, either as a results of high shopper demand and therefore the product deteriorates rapidly. Buying of FMCG merchandise involves several shopping for behavior patterns. Higher understanding of shopper perception towards FMCG merchandise can create

high profits to the supermarkets. This study has been with success completed and helped to understand the patron behavior relating to the personal care product. It clears from the study that FMCG attain a significant role within the commodity market the manufacture on gift quality merchandise.

REFERENCE

- https://en.wikipedia.org/wiki/Fast-moving_consumer_goods
- <https://www.investopedia.com/terms/f/fastmoving-consumer-goods-fmcg.asp>
- <https://corporatefinanceinstitute.com/resources/knowledge/other/fast-movingconsumer-goods-fmcg/>
- <https://businesspartnermagazine.com/essential-role-market-research-fmcgproductlaunch/#:~:text=FMCG%20research%20not%20only%20gains,distribution%20and%20the%20competitive%20dynamics.>
- <https://www.sisinternational.com/expertise/industries/consumer-goods-marketresearch/>
- [https://www.researchgate.net/publication/342865949.](https://www.researchgate.net/publication/342865949)