



A STUDY ON CONSUMER SATISFACTION TOWARDS FAST MOVING CONSUMER GOODS BRAND IN ARIYALUR TOWN

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ABSTRACT

Understanding consumers' choice regarding purchase of any goods and services is a difficult task. The task becomes even harder when it comes to consumer durables. The consumer goods industry is operating in a highly competitive, complex and rapidly changing business environment. Products which were once considered luxury items have become a necessity because of the changing lifestyle and rising income levels. The research paper deals with the study on purchase behavior of fast moving consumer goods in Ariyalur District. So it is important to know the factors affecting satisfaction of fast moving consumer goods. Convenient sampling technique is adopted for study.

Key words: Consumer Goods, Brand, Ariyalur.

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1. INTRODUCTION

“Consumer behavior is the process whereby individual decide what, when, how and from where to purchase goods and services” [1][2][3]. Thus the buyer behavior may be defined as that behavior exhibited by people in planning, purchasing and using economic goods and service in the satisfaction of their wants. India is the second largest consumer market in the world [4][5]. The Indian consumer profile has been developed and changed in terms of education, income, occupation, and reference group and media habits [6][7][8]. There is a shift in consumer brand

preference for durables products for the past decade with the influx of modern technology. The Indian fast moving consumer goods market has undergone a major transformation since the liberalization process, initiated in 1991 [9][10]. The market size, product penetration, the variety and technology of products sold, have all experienced a quantum leap [11][12][13][14]. The Indian fast moving consumer goods industry has witnessed a considerable change over the last few years. Changing lifestyle and higher disposable income coupled with boom in the real estate and housing industry and a surge in advertising have been instrumental in bringing about a sea change in the consumer behavior pattern [15][16][17].

2. REVIEW OF LITERATURE

B B S Parihar, Sanjay Yadav and Irfan Siddiqui (2007) empirically found that there is a significant difference between the buying behavior of urban and rural consumers with regard to their preference for technology, style, brand image, price and after-sales service.

Arvind Subramanian (2007) studied the next billion consumers. Rural Indian consumers are now being richer and they are contributing more in the total purchases. Rahul Joshi studied in his as The Discovery of Rural India and revealed the fact that the prosperity is rising in rural India and the strategies adopted by the companies like HUL and ITC are effective enough and they are tapping the market successfully.

Hansa Research (2006) explored that the preferences in rural India are shifting from loose to packaged products. Rural India is now buying specialized, branded utensil cleaners, and moving away from the typical ash/soil usage in the past. The penetration of branded items has also increased significantly for the products like toothpaste, detergent cakes, hair oils etc. The two important measure of brand awareness is brand recognition and recall. **(Hoyer and Brown, in 1990,)**

Ben-Akiva et al. (1999) define preferences as “comparative judgments between entities.” Additional reasons (other than promotions) why consumers may purchase other brands despite a stated brand preference include a desire to try and learn more about different brands in the category; changing needs or situations; variety seeking; and changes in the available alternatives due to new products or improvements to existing products **(Coulter et al. 2003).**

Alba and Hutchison (1987) propose that experts are more likely to search for new information because (a) expertise increases awareness of the existence of potentially acquirable information and (b) familiarity reduces the cost of information acquisition. Schmidt and Spreng (1996) further postulate that knowledge increases the perceived ability to search and therefore should decrease the perceived costs of search. Greater knowledge has been shown to be positively related to increased involvement with a category **(e.g., Raju et al. 1995).**

3. OBJECTIVES OF THE STUDY

- To analyze the demographic profile of the consumer in Ariyalur town.
- To analyze the level of satisfaction of consumers using fast moving consumer goods in Ariyalur Town.

4. SCOPE OF THE STUDY

The present study gives an obvious conclusion related to the satisfaction of consumers using fast moving consumer goods.

5. METHODOLOGY

1. Sampling Design

The methodology of the study is mainly based on the primary data collected through interview schedule from the fast moving consumer goods. The non probability sampling technique is adopted for the study.

2. Sampling Procedure

The researcher has adopted convenience sampling method. The total sample size is 150 respondents. A well structured interview schedule was used to collect the relevant data from the population.

6. AREA OF THE STUDY

The study area was restricted to Ariyalur town only.

7. STATISTICAL TOOLS USED

To collect data were analyzed by using the appropriate statistical tools.

- i) Percentage Analysis
- ii) Two – way Table
- iii) Chi – square Test.

8. HYPOTHESIS

Hypothesis means more assumption or some suppositions to be proved or disproval.

- Null hypothesis (Ho). There is no significant relationship between the dependent and independent variables.
- Alternative Hypothesis (H1). There is a significant relationship between the dependent and independent variables.

9. LIMITATION OF THE STUDY

- The present study was conducted in Ariyalur town only.
- Data were collected by random basis only.
- The sample respondents are restricted to 120 only.

10. ANALYSIS AND RESULTS

Table 1 Gender Classification

Gender	Frequency	Percentage
Male	91	76
Female	29	24
Total	120	100

Table 2 Marital Status

Status	Frequency	Percentage
Married	74	62
Unmarried	46	38
Total	120	100

Table 3 Educational Qualification

Educational	Frequency	Percentage
SSLC/HSC	12	10
Under Graduate	72	60
Post Graduate	23	19
Professionals	13	11
Total	120	100

Table 4 Occupational Status

Occupational	Frequency	Percentage
Business	32	27
Professional	28	23
Employed	44	37
House wife	16	13
Total	120	100

Table 5 Monthly Income

Income	Frequency	Percentage
Upto 10000	9	7
10001 to 20000	27	23
20001 to 30000	50	41
Above 30000	34	29
Total	120	100

Table 6 List of FMCG

Shampoo	Washing Powder	Soap	Tea	Toothpaste
Garnier	Nirma	Lux	TajMahal	Colgate
Chik	Wheel	Dettol	TataTea	Pepsodent
Vatika	Surfexcel	Lifebuoy	Vagbakari	Babool
Lux	Rin	Rexona	Mohanlal	Cibaca
Pantene	Arial	Centhol	Brookebond	Dabarlal
Sunsilk	Tide	Dove	RedLabel	Vicco
Clinic plus	Ghadi	Hamam	Lipton Taza	Close-Up
<i>Source:PrimaryData</i>				

Table 7 Satisfaction Factor

Factor	Frequency	Percentage
Price	18	15
Quality	36	30
Durability	22	18
Model / Design	16	13
Brand Loyalty	28	24
Total	120	100

Table 8 Sources of Awareness

Sources	Frequency	Percentage
Advertisement	46	39
Friends and Relatives	37	31
Neighbors	22	18
Shopkeeper	15	12
Total	120	100

Table 9 Satisfaction Level

The table showing the distribution of respondents based on overall satisfaction of fast moving consumer goods.

Satisfaction	Frequency	Percentage
Highly Satisfied (Yes)	99	83
Not Satisfied (No)	21	17
Total	120	100

Table 10 Two way table showing the relationship between Gender and level of satisfaction about the fast moving consumer goods

Gender	Level of Satisfaction		
	Satisfied (Yes)	No Satisfied (No)	Total
Male	82 (82.82)	09 (42.85)	91
Female	17 (17.18)	12 (57.15)	29
Total	99(82.50)	21(17.50)	120

Table 11 Two way table showing the Relationship between marital status and level satisfaction about the fast moving consumer goods

Marital Status	Level of satisfaction		
	YES	NO	Tter
Married	60 (60.60)	14 (66.66)	74
Unmarried	39 (39.40)	07 (33.34)	46
Total	99 (82.50)	21 (17.50)	120

10.1. CHI Square Table Showing the Relationship between Martial Status and Level of stratification of fast moving consumer goods

Null hypothesis

There is significant relationship between Martial Status and Level of stratification of fast moving consumer goods.

Table 12 Calculate chi – square value of 0.266 is less than the table value of 3.84 at 5% level of significance. So the null hypothesis is accepted. Hence there is no significant relationship between Martial Status and Level of stratification of fast moving consumer goods.

CELL	F ₀	F _e	F ₀ - F _e	(F ₀ - F _e) ²	(F ₀ - F _e) ² / F _e
R1C1	60	61.05	-1.05	1.10	0.018
R1C2	14	12.95	1.05	1.10	0.084
R1C1	39	37.95	1.05	1.10	0.028
R1C2	07	8.05	-1.05	1.10	0.136
Total	120				0.266

Calculate chi-square value = 0.266

Degree of freedom = 1

Level of significance = 5%

Chi-square table value = 3.84

10.2. CHI Square Table Showing the Relationship between Gender and Level of stratification of fast moving consumer goods

Null hypothesis

There is significant relationship between Gender and Level of stratification of fast moving consumer goods

Table 13 Calculate chi – square value of 15.130 is greater than the table value of 3.84 at 5% level of significance. So the null hypothesis is rejected. Hence there is significant relationship between Gender and Level of stratification of fast moving consumer goods.

CELL	F ₀	F _e	F ₀ - F _e	(F ₀ - F _e) ²	(F ₀ - F _e) ² / F _e
R1C1	83	75.07	+6.93	48.02	0.639
R1C2	09	15.93	-6.93	48.02	3.014
R1C1	17	23.93	-6.93	48.02	2.006
R1C2	12	5.07	+6.93	48.02	9.471
Total	120				15.130

Calculate chi-square value = 15.130

Degree of freedom = 1

Level of significance = 5%

Chi-square table value = 3.84

11. RESULTS OF PERCENTAGE ANALYSIS

1. 76% of the respondents are male.
2. 62% of the respondents are married.
3. 60% of the respondents are under graduate.
4. 37% of the respondents are employees.
5. 41% of the respondents monthly income is between 20,001-30,000.
6. 30% of the respondents satisfied with quality.
7. 39% of the respondents awareness of fast moving consumer goods was through advertisement.

11.1. Two – Way Table

1. Gender and level of satisfaction

Indicates out of total respondents 82.50% of the respondent have satisfied about fast moving consumer goods. Among them 82.82% of the respondent are male and only 17.18% of the respondents are female.

2. Marital status and level of satisfaction

This table shows that out of 120 respondents 17.50% of the respondents have not satisfied awareness about fast moving consumer goods. Among them 66.66% of respondents are married and 33.34% of the respondents are unmarried.

11.2. Chi-Square Test

- There is significant relationship between gender and level of satisfaction about fast moving consumer goods.
- There is no significant relationship between marital status and level of satisfaction about fast moving consumer goods.

12. SUGGESTIONS

- Customers are more concerned about the quality than the cost of the product; they primarily seek for the quality in the product; they are ready to accept even unbranded product if it is of good quality. Therefore the manufacturers should produce only quality goods that in turn help them to be successful in the market; also help to increase their market share.
- Customers associate a branded product with 'good quality'. To successfully promote a brand and to retain customer loyalty, the marketer must ensure that quality of the product is maintained at a high level.
- Marketers of unbranded products must strive to penetrate the market by improving quality of the products and give wide publicity.
- Our Indian companies should resort to suitable advertising strategies, adopt to the local conditions and enhance their brand building skills; otherwise their advertising expenditure may prove to be a big failure and that may result in many more MNCs establishing themselves well in the consumer market.

13. CONCLUSION

Fast moving consumer goods industries are one of the fastest growing industry segments in India. Today in the era of competition so many brands of consumer goods are available in the market. So onus is on the marketers to find out the factors influencing the brand preference of consumers for consumer durables and also to know the level of satisfaction of fast moving consumer goods. They expect good satisfaction from the brand they purchase. This kind of an approach will guide the adoption of new types of marketing strategies as well as product refinement.

SCOPE FOR FURTHER RESEARCH

A review of the past research studies and literature available relating to the study are presented in this chapter. The review facilitated the researcher to have a comprehensive knowledge on the subject taken for the study. The definitions and reviews of the concept used helped the researcher as steering to perform the study in the correct direction.

The review of the past research studies and literature evidenced that most of them have focused on the phenomenon of consumer satisfaction and attitude towards fast moving consumer goods, but only a few studies have attempted to study the attitude to select the branded fast moving consumer goods. There is substantial empirical evidence that the consumers have varied satisfaction and attitude towards fast moving consumer goods, but the findings are not clear and enough. It is clear from the above mentioned studies that there is no research on the level of satisfaction of fast moving consumer goods in Ariyalur District.

The above aspects expose the gaps in the research on consumers' level of satisfaction towards fast moving consumer goods in Ariyalur District. In this context, the researcher aims to analyze the level of satisfaction of the consumers' towards fast moving consumer goods. The

study also aims to analyse the impact of consumers' level of satisfaction towards the fast moving consumer goods in Ariyalur District.

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