



An Empirical Study on Customers' Perception Influencing Brand Preference with Reference to FMCG Industry

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ABSTRACT

The term customer perception is the most important aspect that decides the success of a brand, product or a company as a whole. The characteristics of a personality and its brand play a major role. The consumers' perception towards FMCG product is analysed to know the awareness, knowledge, attitude of the brand, risk aversion, satisfaction and brand trust of the consumers. Data's were collected through questionnaires that were analysed and interpreted. Sample size of the study is 93. Statistical tools like ANOVA, Chisquare and correlation was used to analysed the collected data. This research highlights on consumers' perception towards FMCG products.

KEY WORDS: Consumer Perception, Fast Moving Consumable Goods (FMCG), Brand Awareness, Knowledge, Consumers Risk Aversion

I. INTRODUCTION

Customer Perception is a marketing concept which tells us what customers think about the brand or the company. Perception of consumers may comprise of negative or positive feelings, predispositions, expectations, inhibitions and experiences that a customer may possess. Customer perception is how an individual appreciates the products or services provided to him. This term can be seen as a process that starts when the customer or potential consumer gets information about a product and ends when he builds an opinion or judge it. Changes in the cost of materials, new requirements, and changes in brand awareness are just a few of things that can cause needs to change. Keeping close track of consumer response to a product and taking their needs and demands into concern are important for maintaining the shares in the market.

Customer Perception decides how much a product is being sold and how a company is being perceived. For examples to understand the importance of customer perception while making their buying decision. Customer perception id the process through which a customer selects, organizes, and analyses the information and gives informations to create a justifiable image of the brand or the product. It involves in the process that converts raw stimuli into significant information.

II. OBJECTIVES:

- To know the factors which influence the customers to buy FMCG product.
- To analyse the quality of customer service rendered by the FMCG industry.

III. REVIEW OF LITERATURE:

SyedaHeebaMomena (2019) has studied "consumers' perception towards FMCG of Hindustan Unilever Limited". The sample size was 100 & the study respondents were randomly selected from Bengaluru. Consumers' perception is very important for any business engaging in selling their offering to the target audience, the firm must be able to understand the mindset of the audience, identify the needs to satisfy them and how to be different in the market, analyse and assess the competition prevailing in the market and analyse their strength and weakness to acquire competitive advantage over their competitors.

Abdel Azim Mohammed, Nada Bahgat; Garcia Medina, Irene; Gonzalez Romo, Zahaira (2018) has provided an understanding of the impact of the visual elements of cosmetic package designs that influences the consumers' buying intentions and perception of the consumers. The study highlights on the opportunity to make strategic changes regarding the product package design in relation to the mode of purchase. The study identified the effect of retail store and online shopping with respect to the product packaging design towards consumers' purchase processes.

Sitter (2018) stated that, Consumers' perception of quality is measured on essential determinant of product choice. Customer perception is the method through which an individual draw, analyse and interpret information to form a meaningful image on the goods and services to the outside world. Hence, consumer perception will have an influence on the customers satisfaction level which impacts their buying and usage decisions.

MohitMandani, Sunitha, B. K. and Dr.VarshaAgarwal (2018) stated that marketing leads to high product association among Customers. Considering majority of the respondents said it affects their buying decision and that respondents are willing to switch to brands that offer cause related marketing. Respondent also feel that based on the study, related marketing leads to self-worth and pride being associated with the brand. Considering that customers were willing to pay a premium for the brand as it gives a sense of responsibility and achievement and are willing to purchase it even if it available at a premium. Cause related marketing is perceived to be a genuine form of support towards social causes. It can be concluded that, related marketing is an effective tool for associating customers to a product or brand, create a sense of belonging towards the brand and brand loyalty.

Mr. G. Ganesh (2015) has analysed that, Consumer perception towards the brand dedication eludes the persistent buy of the items or administrations from a similar organization rather than a substitute item or administration from a contender. The recognition of customers' creates an impact on the brand and that can prompt change of brand into brand dependability. The purchasers' judgement towards brand dependability of the FMCG item is examined based on the customers' mindfulness, information, and disposition of the brand, hazard avoidance to change the brand, fulfilment and brand trust of the buyers.

IV. RESEARCH METHODOLOGY

This research deals with descriptive research type. The research was conducted through surveys and interviews. In this research convenience sampling method is used to collect the primary data by using questionnaire. The total sample size of 93 has been taken for this study.

A pilot study was conducted on 12 samples.

RELIABILITY TEST

Table 1 showing the Reliability Test

Case Processing Summary

		N	%
Cases	Valid	12	100.0
	Excluded ^a	0	.0
	Total	12	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
0.924	32

Inference: The Cronbach's alpha coefficient for 32 items is 0.924 suggesting that the items have high level of internal consistency.

V DATA ANALYSIS AND INTERPRETATION

ONE WAY ANOVA ANALYSIS:

Null hypothesis (H₀): There is no significant difference between the Quality of the product, Design of the notebook, Varieties of the notebook and their perception towards factors integrating FMCG industry.

Table 2 showing the significant difference between the Quality of the product, Design of the product, Varieties of the product and their perception towards factors integrating FMCG industry

Attributes		Sum of Squares	Df	Mean Square	F	Sig.
Quality of the Product	Between Groups	207.251	3	69.174	145.592	0.000
	Within Groups	42.286	89	0.475		
	Total	249.806	92			
Design adopted in FMCG	Between Groups	151.950	3	50.650	140.652	0.000
	Within Groups	32.050	89	0.360		
	Total	184.00	92			
Varieties available in FMCG	Between Groups	181.225	3	60.408	169.259	0.000**
	Within Groups	31.764	89	0.357		
	Total	212.989	92			

Source: From Primary data

Note: ** denotes significant at 1%

Results:

Here p values is lesser than 0.05. Hence reject null hypothesis. There is significant difference between the Quality of the product, Design of the notebook, Varieties of the notebook and their perception towards factors integrating FMCG industry.

CORRELATIONS ANALYSIS

To study the relationship between factors considered while purchasing the product and uniqueness of the product.

Table 3 showing the Correlations factors considered while purchasing the product and uniqueness of the product.

Correlations		Factors consider	It is unique
FACTORS CONSIDER	Pearson Correlation	1	-.196
	Sig. (2-tailed)		.060
	N	93	93
IT IS UNIQUE	Pearson Correlation	-.196	1
	Sig. (2-tailed)	.060	
	N	93	93

Source: From Primary data

Results:

The Pearson correlation coefficient r is - 0.196 which implies there is a positive relationship between factors considered while purchasing the product and uniqueness of the product.

CHI SQUARE TEST

Null hypothesis (H₀): There is no association between the customers perception based on the occupational status of customers on perception towards FMCG products and customers satisfaction on the services rendered by FMCG

Table 5 showing the association between the customers perception based on the occupational status of customers on perception towards FMCG products and customers satisfaction on the services rendered by FMCG

Profession	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	P Value
Employee	0	8	0	0	0	8	0.000
Student	0	0	0	0	10	10	
Business	24	0	0	0	9	33	
Others	1	0	11	14	16	42	
Total	25	8	11	14	35	93	

Source: From Primary data

Note: ** denotes significant at 1%

Results:

The Pearson chi square significant value is 0.000 which is lesser than 0.05. Hence, reject null hypothesis. There is association between the professions of customers rating their perception towards FMCG products and customer service rendered.

VI. DISCUSSION AND IMPLICATION

- There is association between the professions of customers rating their perception towards FMCG product and customer service rendered.
- There is a positive relationship between factors considered while purchasing the product and uniqueness of the product.
- There is significant difference between the Quality of the product, Design of FMCG, Varieties offered by FMCG and their perception towards factors integrating FMCG industry.

VII. SUGGESTIONS AND RECOMMENDATIONS

- An effective Customer service is expected by the customer, so measures can be taken in order to implement it.
- Providing FMCG at variety of forms with new designs is another way to increase the sales.
- Publicity is another way to raise awareness about the FMCG products gears to reach the target market.

VIII. CONCLUSION:

The production of FMCG products in India has been growing since the beginning of the twentieth century. It is still expected to grow and register a sharp rise in the next decade. The FMCGs are widely dispersed comprising of large size units and small size units. There is greater need for a well-knit distribution system to help the industry to grow and meet the needs of millions and millions of Indians who are striving to achieve a higher standard of living. In Present Marketing Scenario, the Study of Customer perception has become essential. Consumers are the kings of markets. Without consumers no business organization can run. Customer perception study is based on perception of consumer in buying the product, with the customer playing the three distinct roles of user, payer and buyer. Consumer perception has become an integral part of strategic market planning. The organisation can improve than sales of FMCG products by giving more promotions to customers and giving awareness about FMCG products.

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