



Fast Moving Consumer Goods in Coimbatore

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1.1 INTRODUCTION

Fast-Moving Consumer Goods (FMCG) or Consumer Packaged Goods (CPG) are products that are sold quickly and at a relatively low cost. Examples include nondurable goods such as packaged foods, beverages, toiletries, over-the-counter drugs, and other consumables. Many fast-moving consumer goods have a short shelf life, either as a result of high consumer demand or as the result of fast deterioration. Some FMCGs, such as meats, fruits, vegetables, dairy products, and baked goods are highly perishable. Other goods, such as pre-packaged foods, soft drinks, candies, and toiletries have high turnover rates. Sales are sometimes influenced by holiday and/or seasonal periods and also by the discounts offered. Packaging is critical for FMCGs. To become successful in the highly dynamic and innovative FMCG segment, a company not only has to be acquainted with the consumer, brands, and logistics, but also, it has to have a sound understanding of packaging and product promotion. The packaging has to be both hygienic and customers-attracting. Logistics and distribution systems often require secondary and tertiary packaging to maximize efficiency. Unit or primary packaging protects products and extends shelf life while providing product information to consumers. The profit margin on FMCG products can be relatively small, but they are generally sold in large quantities; thus, the cumulative profit on such products can be substantial. According to BASES, 84% of professionals working for fast-moving consumer goods are under more pressure to quickly bring new products to the market than they were five or ten years ago. With this in mind, 47% of those surveyed confessed that product testing suffers most when deadlines are accelerated. The growth of the internet over the past quarter century and the rise of the brand community phenomenon have contributed greatly to the demand for FMCGs. For example, according to German research group AGOF's internet facts, 73% of Germany's population is online. Additionally, 83.7% of internet users claim to use the web to search for information and 68.3% to shop online. But although most of the FMCGs are not ordered online, rather, they are bought conveniently in a nearby department store.

Definition:

Customers are the focus of marketing efforts. The modern marketing concept, spells out the real significance at buying behaviors, all elements at marketing mix are highly integrated with one another.

As of today companies are having tough competition. The customers have a wide choice of brands to steal from, in spite of competition the companies have to do a better job of satisfying customers than their competition.

According to Philip Kotler satisfaction is a person's feelings of pleasure or disappointment resulting from comparing products' perceived performance in relation to their expectations.

1.2 STATEMENT OF THE PROBLEM

In a competitive world there are problems in marketing of goods. Some problems can be solved, but many problems may not be solved. India is a developing country. So, most of the people are living in rural areas. Rural and urban marketing is important for developing a country's economy. Manufacturers industries face many problems in marketing their product in rural areas because most of the rural consumers earn low income, have low levels of literacy, low level of brand awareness, communication and transportation facilities. The consumers are facing various problems in selecting their fast moving consumer goods. It identified that there is a need for research work in the field of consumer behavior of FMCG in the Coimbatore district of Tamil Nadu.

1.3 OBJECTIVES OF THE STUDY

- To identify the consumers' expectations from their preferred brands of selected FMCG products in Coimbatore city.
- To analyze the factors influencing brand preference for selected FMCG
- To find out the important factors while buying an FMCG product .

- To know the factors affecting the Customer Satisfaction level.
- Providing suggestion to the company to improve the customer satisfaction.

1.4 SCOPE OF THE STUDY

The present study target of Coimbatore city consumers, understanding their behavior helps to identify the preference influence of brand in their purchase decision etc on the purchase of particular FMCG product. The insight will help the manufacturers to adopt new strategies which would help not only to attract new customer but also the maintain the loyalty of the existing customer, as in the present competitive scenario the consumer are prepared to choose their right product not only based on their needs but also on the basic of personal interest shown by the manufactures on them.

1.5 RESEARCH METHODOLOGY

A research design is a framework or blueprint for conducting the research project. It details the procedures necessary for obtaining the information needed to structure and/or solve research problems. The research design lays the foundation for conducting the project. The descriptive research design is being used to study the formulated problem.

AREA OF THE STUDY

The area of the study is within the Coimbatore City

1.5.1 SAMPLE SIZE AND DESIGN

The Sampling size and design is chosen as 62 respondents and simple random sampling for analysis.

DATA ANALYSIS & INTERPRETATION

1. Percentage Analysis

This is the most commonly used statistical tool. The total percentage of a particular group can be found out using the formula,

$$\text{Number of respondents} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100 \text{ Percentage Value}$$

Total number of respondents

TABLE 4.2.

TABLE SHOWING THE RANK RANK ANALYSIS

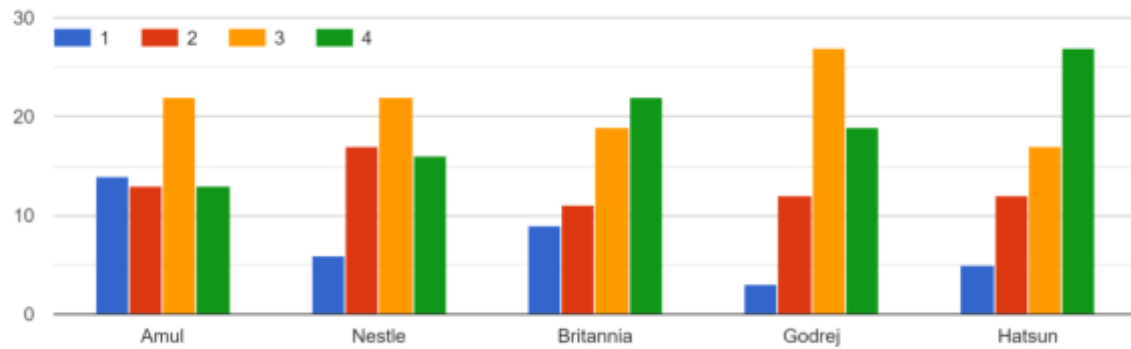
BRAND	1	2	3	4	TOTAL	RANK
AMUL	14	13	22	13	158	5
GODREJ	3	12	27	19	1090	2
BRITANNIA	9	11	19	22	1011	3
NESTLE	6	17	22	16	997	4
HUTSON	5	12	17	27	1131	1

INTERPRETATION:

The above shows, highest rank for the Hatsun Brand. Second rank for Godrej Brand. Third rank for Britannia Brand. Fourth rank for Nestle Brand and least rank for Amul Brand.

CHART 4.2.

TABLE SHOWING THE RANK RANK ANALYSIS



SUGGESTIONS:

- Online store ought to give more keep tabs on item quality in the store on the grounds that it impacts the shopper fulfillment level a great deal as no client is prepared to bargain with quality .
- As we all now India is value touchy market so departmental store ought to work all the more on cost of the item which they are putting forth and it must offer easier value run as contrasted with retailstores
- Online store ought to have better mode of correspondence and promoting medium so that legitimate data is capable convey to the individuals .

CONCLUSION:

Purchasers, who are as news-minded as advertisers, were aware of the highly Reported downturn in purchaser use. News shows and daily papers were not modest in Letting us know about the droop in high road use and the drop in benefits at real retailers Over the world. What's more it didn't go unnoticed, either through particular experience or The media, that India is a country in a developing measure of obligation, variables that Have unarguably molded web use.