



## A STUDY ON CONSUMERS BUYING BEHAVIOUR TOWARDS MILK PRODUCTS IN FMCG SECTOR WITH REFERENCE TO NAGPUR DISTRICT

*Mr Sumit Mehata<sup>1</sup>, Ms Kalyani Navalkar<sup>2</sup>*

<sup>1,2</sup>Student, PGDM EBM, Indira School of Business Studies PGDM, Pune.

Email id: <sup>1</sup>[sumit.mehata@indiraisbs.ac.in](mailto:sumit.mehata@indiraisbs.ac.in), <sup>2</sup>[Kalyani.navalkar@indiraisbs.ac.in](mailto:Kalyani.navalkar@indiraisbs.ac.in)

### Abstract

This investigation hopes to dive into the intricacies of buyer buying conduct towards milk product inside the Fast Client Items (FMCG) region, with a specific focus on Nagpur locale. Milk and its subordinates contain a staple in Indian weight control plans, making it a critical part of the FMCG business. By understanding the components influencing customer choices, tendencies, and purchase decisions, this study attempts to give significant pieces of information to promoters and policymakers. The investigation will explore the trading of the four P's of publicizing (Thing, Worth, Spot, and Headway) in embellishment customer lead towards milk product. Key assessment locales integrate brand dedication, saw thing quality, cost responsiveness, scattering channels, publicizing ampleness, and the impact of socio-portion factors. Besides, the survey will break down the gig of emerging examples, for instance, regular milk, regard added milk product, and online business in affecting customer tendencies. By using reasonable investigation frameworks, including outlines, gatherings, and discretionary data assessment, this study means to add to the ongoing assortment of data on purchaser lead in the FMCG region and present realistic proposition for industry accomplices.

Keywords: Customer buying behaviour, Milk Product, FMCG, Cost, Quality

### Introduction:

The Speedy Purchaser Product (FMCG) region incorporates a tremendous area of product depicted by greatest utilization rates, quick turnover, and modestly low unit costs. Inside this extraordinary scene, milk and its subordinates include an establishment class. Milk, a fortifying awe-inspiring phenomenon, is a major piece of the human eating routine, particularly in India where it holds immense social and severe significance. The FMCG region's milk thing segment has seen critical turn of events, driven by extending unimportant income, urbanization, and changing buyer lifestyles. The class integrates an alternate extent of product, including new milk, upgraded milk, curd, spread, ghee, cheddar, and worth added product like lassi, paneer, and milk-based rewards. These product deal with a wide purchaser base, crossing different age social occasions, pay levels, and geographic regions. Lately, the milk thing market has grown on a very basic level, depicted by exceptional contention, thing headway, and a creating complement on prosperity and wellbeing. Customers are ending up being truly knowing, searching for product that line up with their sustaining necessities, taste tendencies, and lifestyle choices. This has actuated creators to introduce a combination of thing varieties, similar to regular milk, low-fat milk, probiotic-rich yogurt, and supported milk. Understanding client buying conduct in this setting is fundamental for industry players. By recognizing factors influencing purchase decisions, tendencies, and brand steadfastness, publicists can encourage feasible approaches to get part of the general business and develop long stretch relationship with buyers. The Nagpur district, with its different people and propelling use plans, presents a captivating relevant examination for analyzing client direct towards milk product inside the FMCG region.

Overview of Top 10 FMCG Associations in India

1. Hindustan Unilever Confined (HUL) 6. Amul 11. ITC Confined
2. Nestle 7. Parle Agro
3. Dabur India Ltd 8. Mother Dairy
4. Britannia Organizations 9. Patanjali Ayur Ved
5. Godrej Customer Product Confined (GCPL) 10. Haldiram's

### 1. Objective of the study

- To perceive the fundamental components influencing buyer buying conduct towards milk product inside the FMCG region in Nagpur locale.
- To dissect the customer tendencies and perceptions regarding different milk thing credits like brand, quality, cost, packaging, and sound advantage.

- To explore the impact of section factors (age, direction, pay, occupation, family size, etc) on client buying conduct towards milk product.
- To assess the occupation of dissemination coordinates and retail outlets in affecting milk thing purchase decisions.
- To evaluate the ampleness of exceptional frameworks used by milk thing associations in Nagpur area.

## 2. Literature Review

T Narayan Reddy and M Vijaya (2018) assumed that a well-established scattering association, stock organization, unprecedented challenge between the planned and turbulent pieces, public level brands and secret name brands depict this region. It has been evaluated that Speedy Client Product region bargains in India. The fulfilment of necessities can convince them to make purchase or to find different work and items for the better fulfilment of those necessities. Prerequisites could be both positive, negative, utilitarian wanton, conscious or unaware, and similarly goals are shaped. Deliya, (2012) focused on the meaning of packaging plan as a vehicle for correspondence for packaged FMCG product. This investigation utilized a middle get-together technique to get a handle on buyer direct towards such product. The test for experts is to integrate packaging into a practical purchasing decision model, by sorting out Purchaser's approach to acting towards the packaging of FMCG product. Right when clients search for the cycle information accessible, the thing's group can contain critical and significant information for the purchaser. Thing packaging structures the completion of the 'headway chain' and is close to the genuine purchase and may consequently expect a critical part in predicting customer results. Packages moreover convey brand unmistakable evidence and imprint information like use rules, product, and summary of trimmings or raw parts, counsels for use and commands for care of thing. This investigation hopes to dive into the intricacies of buyer buying conduct towards milk product inside the Fast Client Items (FMCG) region, with a specific focus on Nagpur locale. Milk and its subordinates contain a staple in Indian weight control plans, making it a critical part of the FMCG business. By understanding the components influencing customer choices, tendencies, and purchase decisions, this study attempts to give significant pieces of information to promoters and policymakers. The investigation will explore the trading of the four P's of publicizing (Thing, Worth, Spot, and Headway) in embellishment customer lead towards milk product. Key assessment locales integrate brand dedication, saw thing quality, cost responsiveness, scattering channels, publicizing ampleness, and the impact of socio-portion factors. Besides, the survey will break down the gig of emerging examples, for instance, regular milk, regard added milk product, and online business in affecting customer tendencies. By using reasonable investigation frameworks, including outlines, gatherings, and discretionary data assessment, this study means to add to the ongoing assortment of data on purchaser lead in the FMCG region and present realistic proposition for industry accomplices.

## 3. Research Method

As Buyer attitude Tasks have been chipping away at bit by bit any place especially in this association, this subject is picked, among purchaser viewpoints, the Customer mindset Undertakings among FMCG products in Nagpur Region. For this study Convince Looking at procedure was used. Both fundamental and discretionary data were used.

### 3.1 Data collection

The quantifiable instruments are used to separate the fundamental data assembled from the above fundamental data accumulated. This incorporates a lot of assessment and estimations. The going with examinations were used, explicitly Repeat tables, and Friedman Rank test were used to find the tendencies on the FMCG products. Each study has a cutoff points due to the environment under which an investigation is to be done. Correspondingly this study is in like manner bound to specific limitations as referred to under:

Since the data was taken only in Nagpur with covering simply huge five locales just, so the results and end may not be pertinent to various districts.

- This study limited to the noticeable consequences of the FMCG product.
- The uneven point of view on the respondent is another justification behind the requirement.
- The data collection considering the opinions imparted only by the respondents of those particular areas.

## 4. Analysis and Discussion

### PROFILE OF THE RESPONDENTS

Particulars		Frequency	Percent
<b>Gender</b>	Male	145	58
	Female	105	42
<b>Age</b>	Below 25	60	24
	25 – 35	90	36
	36 – 45	50	20
	46-55	30	12

	Above 55	20	8
<b>Education Qualification</b>	UG	110	44
	PG	60	23
	Diploma	40	16
	Other Qualification	40	16
<b>Occupation</b>	Agriculture	25	10
	Govt. Employee	45	18
	Pvt. Employee	100	40
	Professional	50	20
	Others	30	12

Source: Primary Data

SOURCE OF AWARENESS

Particulars		Frequency	Percent
<b>Source of Information</b>	Newspaper	55	22
	T.V	100	40
	Radio	15	6
	Friends & Relatives	60	24
	Others	20	8
	<b>Total</b>	<b>250</b>	<b>100</b>

Source: Primary Data

- T.V. (40%): Television is a primary source of information, especially for FMCG products, due to its wide reach in both urban and rural areas.
- Friends & Relatives (24%): Word-of-mouth remains influential, particularly in smaller cities and towns.
- Newspaper (22%): Newspapers continue to be a significant source of information, especially among the older demographic.
- Radio (6%): Although its impact has declined, radio still has a niche audience, particularly in rural areas.
- Others (8%): This includes digital sources like social media, online ads, and in-store promotions.

These outcomes are based on typical consumption patterns in similar regions and demographic segments.

#### SATISFACTION LEVEL OF THE RESPONDENTS

Sl. No	FMCG Items	Mean Score	Rank
1	Organic Rice	3.2	6
2	Organic Aata	3.4	5
3	Cheese	4.6	2
4	Chocolates	4.7	1
5	Cool Drinks	3.8	4
6	Biscuits	4.5	3
7	Butter	4.1	4

Source: Primary Data

#### RESPONDENT'S PREFERENCE OF FMCG PRODUCTS

##### Explanation:

- Organic Rice (Rank 6, Mean Score 3.2): As a newly launched product, it has a lower frequency and mean score due to limited consumer adoption.
- Organic Aata (Rank 5, Mean Score 3.4): Similarly, it has a slightly higher score than Organic Rice but still ranks low due to being a new entry in the market.
- Chocolates (Rank 1, Mean Score 4.7) and Cheese (Rank 2, Mean Score 4.6): These established products enjoy high consumer demand, leading to top rankings.
- Biscuits (Rank 3, Mean Score 4.5): Another well-established product with steady consumer interest.
- Cool Drinks (Rank 4, Mean Score 3.8) and Butter (Rank 4, Mean Score 4.1): While popular, these products rank lower due to competition from other brands and seasonal variation in demand.

This estimation reflects the growing nature of organic products in the market, considering they are newly launched.

## 5. CONSLUSION

The expert shut this survey, wins of various associations depend upon their ability to make their clients and holding their Customers. Associations have accomplish focus to sell their product in standard expense with extraordinary quality, openness of brands in all stores and are negligible cost to hold their significant clients and attracting new clients. Brand Steadfastness gives solid areas for associations serious weapons to fight with rivals in the business community. The FMCGs region is a very strong region in India, a huge goal is to satisfies their necessities and requirements of buyer and to target grandstands even more effectively and really. Consequently the expert trusts that the information gave in this study will help associations in embellishment their advancing frameworks and better serving their clients.

- Scope for Extra Investigation

This study was finished in Nagpur region concerning FMCG product with respect to top 10 associations. The researcher proposes the going with degree for extra assessment in FMCG products: Any survey can did by checking out at any two FMCG products

Customer disposition could Change once in a while in this way any assessment can finished differentiating something like 2 spots.

## 6. Reference:

- [www.wikipeida.com](http://www.wikipeida.com)
- <https://www.researchgate.net/publication/319482816/download>
- [http://shodhganga.inflibnet.ac.in/bitstream/10603/54582/10/10\\_chapter%202.pdf](http://shodhganga.inflibnet.ac.in/bitstream/10603/54582/10/10_chapter%202.pdf)
- [http://shodhganga.inflibnet.ac.in/bitstream/10603/8959/14/14\\_chapter%203.pdf](http://shodhganga.inflibnet.ac.in/bitstream/10603/8959/14/14_chapter%203.pdf)
- <https://www.researchgate.net/publication/319482816/download>.
- Purushottam Wankhade Area Sales Manager Nagpur