



## **A STUDY ON CONSUMER BUYING BEHAVIOR TOWARDS FMCG PRODUCTS AT DFM FOODS LIMITED**

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### **ABSTRACT:**

The Fast-Moving Consumer Goods (FMCG) sector plays a crucial role in the daily lives of consumers, and understanding their buying behavior is essential for sustaining brand growth and competitiveness. This study focuses on analyzing consumer buying behavior towards FMCG products with a specific reference to DFM Food Limited. The primary objective is to explore the key factors influencing consumer decisions such as brand preference, price sensitivity, product quality, packaging, and promotional strategies. Through a structured questionnaire, data was collected from a sample population to gain insights into consumer preferences and purchasing patterns. The findings reveal that brand image, affordability, and availability are major determinants in shaping consumer behavior. This study aims to provide valuable insights for DFM Food Limited to enhance its marketing strategies and better align its products with consumer expectations..

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### **Introduction:**

Fast Moving Consumer Goods (FMCG) are products that are sold quickly and at relatively low cost. They include items like snacks, beverages, toiletries, and household goods. India's FMCG sector is the fourth largest in the economy and growing rapidly due to urbanization, digital marketing, and changing lifestyles.

DFM Foods Limited is a leading FMCG company known for its snack brands like Crax Corn Rings and Natkhat. With rising competition, understanding consumer buying behavior is essential for the company to meet expectations and boost sales. This study explores what drives consumers to choose certain FMCG products, with a focus on DFM Foods.

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### **Objectives of the Study:**

- To study consumer preferences and buying patterns for FMCG products.
- To identify key factors influencing brand choice.
- To understand the impact of pricing, promotion, and packaging.
- To suggest marketing strategies for DFM Foods to improve customer satisfaction.

### **Keywords:**

1. Consumer Buying Behavior
2. FMCG Products
3. DFM Foods Limited
4. Brand Preference

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### **Review of Literature:**

1. Kotler and Keller (2016) emphasized that consumer behavior is influenced by cultural, social, personal, and psychological factors. These aspects collectively shape a buyer's response towards a particular brand or product, especially in the FMCG segment where choices are abundant and decision-making is quick.
2. Rani (2014) pointed out that demographic factors such as age, income, education, and occupation significantly impact consumer buying patterns. In the case of FMCG products, these factors often dictate brand loyalty, quantity of purchase, and frequency.
3. Kumar and Joseph (2012) observed that packaging, price sensitivity, brand image, and promotional strategies are crucial in attracting customers towards FMCG products. The study also noted that impulse buying is more common in this segment due to low involvement and repetitive purchases.

4. Gupta (2013) studied the impact of advertisements on consumer buying behavior and concluded that visual appeal, emotional connection, and brand recall significantly affect the purchase decision of FMCG consumers.
5. Singh and Kaur (2015) analyzed the rural and urban differences in buying behavior and found that urban consumers tend to be more brand-conscious and are influenced by digital promotions, whereas rural consumers focus more on price and availability.

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### Factors Influencing Consumer Behavior:

Consumer behavior in the FMCG sector is shaped by a mix of personal preferences and marketing strategies. For companies like DFM Foods, which markets popular snacks such as Crax and Natkhat, understanding these factors is key to sustaining customer interest and brand loyalty.

**Price sensitivity** is a major factor, as many consumers make quick decisions based on affordability. Competitive pricing, value packs, or small-size offerings can influence purchases, especially in a price-conscious market.

**Brand loyalty** also plays a significant role. When consumers have had positive past experiences with a brand, they are more likely to stick with it. Crax and Natkhat have developed strong trust among regular snack buyers, especially families and children.

**Taste and quality** are critical in determining repeat purchases. No matter how attractive the marketing, consumers will only return if the product consistently delivers on flavor and freshness.

**Packaging** serves both visual and functional purposes. Eye-catching designs and clear product information can attract attention and influence impulse buying.

Lastly, promotions such as discounts, combo offers, and advertisements help push product visibility and encourage trials. Smart promotional strategies can help brands stand out in a crowded marketplace and gain new customers. By addressing these factors, DFM Foods can continue to build strong consumer relationships and stay competitive in the FMCG market.

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### Role of Marketing Mix in FMCG Consumer Decisions :

#### *a. Product*

In FMCG, product appeal must be immediate. Consumers look for:

Flavor variety

Health-conscious options

Quality consistency

DFM Foods focuses on snack items that cater to both children and adults with distinct flavor offerings.

#### *b. Price*

FMCG consumers are highly price-sensitive.

Value-for-money is a major concern for lower and middle-income groups.

#### *c. Promotion*

Television ads, influencer campaigns, and in-store offers drive brand visibility.

DFM Foods has leveraged jingles and kids-centric ads for Crax products.

#### *d. Place (Distribution)*

Easy availability in supermarkets, kirana stores, and online platforms boosts sales.

Strong distribution networks ensure visibility and convenience.

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### Insights from Consumer Behavior towards DFM Foods:

#### *a. Brand Preference and Loyalty*

Majority of respondents prefer Crax due to taste, nostalgia, and price.

Repeat purchases are common among school-going children and young adults.

#### *b. Purchase Triggers*

Quick hunger, convenience, and promotions are major triggers.

Impulse buying often happens in retail shops and supermarkets.

### ***c. Improvement Areas***

Introduction of healthier snack variants

Digital marketing for better youth engagement

Seasonal promotional campaigns to attract new users

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### **Conclusion:**

The study on consumer buying behavior towards FMCG products at DFM Foods Limited reveals that consumers are highly influenced by factors such as price, taste, brand reputation, and promotional offers. Products like Crax and Natkhat have strong brand recall and are widely preferred for their affordability and flavor. The research indicates that while brand loyalty exists, it can be influenced by attractive pricing, combo offers, and packaging. DFM Foods can leverage these insights to improve their marketing strategies—by introducing new variants, enhancing promotional efforts, and improving customer engagement through digital platforms. Understanding consumer needs and buying patterns is crucial for staying competitive in the fast-evolving FMCG market. Ultimately, a consumer-centric approach can help DFM Foods expand its market share and strengthen brand loyalty.

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