

A Case Study on Consumer Buying Behavior towards Selected FMCG Products

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ABSTRACT :

The consumer behaviour plays an important role in marketing of fast moving consumer goods.This behaviour is effected by various factors.In the present era of globalisation needs and wants of consumers changes with time.The fast moving consumer goods (FMCG) sector contributes a lot to the growth of India's GDP.Therefore it is necessary to identify the changes in consumer buying behaviour towards FMCG products.The motive of this paper is to identify the factors affecting consumer buying behaviour towards FMCG products and finally effecting their decision making process.The data for this study has been collected through questionnaire and findings have been theoretically presented.The paper reveals that consumer behaviour is largely effected by place,product,price,promotion,physiological and pshycological factors.However effect of these factors also differ from product to product.

Key words : Fast Moving Consumer Goods,Cosumer Behaviour ,Market strategy ,Factors influencing

I: Introduction

Fast Moving Consumer Goods (FMCG) goods are popularly named as consumer packaged goods. Items in this category include all consumables (other than groceries/pulses) people buy at regular intervals. The most common in the list are toilet soaps, detergents, shampoos, toothpaste, shaving products, shoe polish, packaged foodstuff, and

household accessories and extends to certain electronic goods. These items are meant for daily of frequent consumption and have a high return.

The Fast Moving Consumer Goods Industry includes food and non-food everyday consumer products. They are usually purchased as an outcome of small-scale consumer decision so they are heavily supported (advertising, promotion) by

the manufacturers. Typical purchasing of these goods occurs at grocery stores, supermarkets, hypermarkets etc. The manufacturers are always exploring new outlets and sales locations while the traditional retailers have introduced private label brands to capture additional profit. Every one of us uses fast moving consumer products every day.

This business is based on building powerful brands and achieving a high level of distribution. Global power brands are the choice of multinational companies. Local brands can compliment these. Achieving superior distribution through a powerful supply chain and making sure the products are available wherever someone might want or need it. The FMCG Supply Chain is the interrelated collection of processes and associated resources. It includes suppliers, manufacturers, logistics service providers, warehouses, distributors, wholesalers and all other entities that lead up to delivery to the final customer. Followed in the market through sales force activity it can help gain a high level of distribution. Market Research, consumer research, segmentation and product positioning is the compulsory homework of any company in this industry. Advertising and promotions, POS activities drive brand awareness, trial, purchase and is a core activity. While TV advertising is most common new solutions are also used including internet advertisements. High budgets, creativity and detailed planning are needed.

II: Objectives of the study

1. To understand the concept of FMCG products.

2. To know and understand the scope of marketing FMCG products in India.
3. To identify the factors affecting consumer buying behaviour and consumer decision making process.
4. To conclude and suggest strategies for effective marketing of FMCG products.

III: Fast Moving Consumer Goods (FMCG)

Fast Moving consumer goods are those goods that are consumed every day by the average consumer and are replaced or fully used up over a short period of days, weeks, or months, and within one year.

The Fast Moving Consumer Goods (FMCG), also known as Consumer Packaged Goods (CPG), is products that have a quick turnover and relatively low cost. Though the absolute profit made on FMCG products is relatively small, they generally sell in large numbers and so the cumulative profit on such products can be large.

Fast moving consumer goods have a short shelf life, either as a result of high consumer demand or because the product deteriorates rapidly. Some Fast moving consumer goods – such as meat, fruits and vegetables, dairy products and baked goods – are highly perishable. Other goods such as alcohol, toiletries, pre-packaged foods, soft drinks and cleaning products have high turnover rates.

Fast moving consumer goods are products that have a quick shelf turnover, at relatively low cost and don't require a lot of thought, time and financial investment to purchase. The margin of profit on every individual Fast moving consumer goods product is less. However the huge number of goods sold is what makes the difference. Hence

profit in Fast moving consumer goods always translates to number of goods sold.

Fast Moving Consumer Goods is a classification that refers to a wide range of frequently purchased consumer products. Examples of FMCG generally include a wide range of frequently purchased consumer products such as toiletries, soap, cosmetics, teeth cleaning products, shaving products and detergents, as well as other non-durables such as glassware, bulbs, batteries, paper products and plastic goods. FMCG may also include pharmaceuticals, consumer electronics, packaged food products and drinks, although these are often categorized separately.

Three of the largest and best known examples of Fast Moving Consumer Goods companies are Nestlé, Unilever and Procter & Gamble. Examples of FMCGs are soft drinks, tissue paper, and chocolate bars. Examples of FMCG brands are Coca-Cola, Kleenex, Pepsi and Believe

Toiletries, Beauty Products, Home Cosmetics, Packaged Food, Soft Drinks Household accessories are some of the best known examples of Fast Moving Consumer Goods

A subset of FMCGs are Fast Moving Consumer Electronics which contain innovative electronic products such as mobile phones, MP3 players, digital cameras, GPS Systems, cell phones and Laptops which are replaced more frequently than other electronic products mainly due to technology changes.

White goods in FMCG refer to large household electronic items such as refrigerators. Smaller items, TV sets, stereo systems etc. are sometimes termed Brown goods. Unlike other economy sectors, FMCG share float

in a steady manner irrespective of global market dip, because they generally satisfy rather fundamental - as opposed to luxurious - needs.

IV: Growth of FMCG in India

The Indian FMCG sector with a market size of US\$14.8 billion is the fourth largest sector in the economy. The FMCG market is set to double from USD 14.7 billion in 2011-12 to USD 30 billion in 2013. FMCG sector will witness more than 60 per cent growth in rural and semi-urban India by 2014. Indian consumer goods market is expected to reach \$400 billion by 2014. Hair care, household care, male grooming, female hygiene, and the chocolates and confectionery categories are estimated to be the fastest growing segments. At present, urban India accounts for 66% of total FMCG consumption, with rural India accounting for the remaining 34%. However, rural India accounts for more than 40% consumption in major FMCG categories such as personal care, fabric care, and hot beverages. In urban areas, home and personal care category, including skin care, household care and feminine hygiene, will keep growing at relatively attractive rates. Within the foods segment, it is estimated that processed foods, bakery, and dairy are long-term growth categories in both rural and urban areas. The growing incline of rural and semi-urban folks for FMCG products will be mainly responsible for the growth in this sector, as manufacturers will have to deepen their concentration for higher sales volumes.

Major Players in this sector include Hindustan Unilever Ltd., ITC (Indian Tobacco Company), and Nestlé India, GMMF (AMUL), Dabur India,

Asian Paints (India), Cadbury India, Britannia Industries, Procter & Gamble Hygiene and Health Care, Marico Industries, Nirma, Coca-Cola, Pepsi and others. As per the analysis by ASSOCHAM, Companies Hindustan Unilever Ltd, Dabur India originates half of their sales from rural India. While Colgate Palmolive India and Marico constitutes nearly 37% respectively, however Nestle India Ltd and GSK Consumer drive 25 per cent of sales from rural India.

A rapid urbanization, increase in demands, presence of large number of young population, a large number of opportunities is available in the FMCG sector. The Finance Minister has proposed to introduce an integrated Goods and Service Tax by April 2014. This is an exceptionally good move because the growth of consumption, production, and employment is directly proportionate to reduction in indirect taxes which constitute no less than 35% of the total cost of consumer products - the highest in Asia. The bottom line is that Indian market is changing rapidly and is showing unprecedented consumer business opportunity. It is in this perspective we have decided to conduct a study of consumer Behaviour and Buying Decisions in respect of select FMCG products.

V: Characteristics of FMCG in India

- **Branding:** Creating strong brands is important for FMCG companies and they devote considerable money and effort in developing brands. With differentiation on functional attributes being difficult to achieve in this competitive market, branding results in consumer loyalty and sales growth.

- **Distribution Network:** Given the fragmented nature of the Indian retailing industry and the problems of infrastructure, FMCG companies need to develop extensive distribution networks to achieve a high level of penetration in both the urban and rural markets. Once they are able to create a strong distribution network, it gives them significant advantages over their competitors.
- **Contract Manufacturing:** As FMCG companies concentrate on brand building, product development and creating distribution networks, they are at the same time outsourcing their production requirements to third party manufacturers. Moreover, with several items reserved for the small scale industry and with these SSI units enjoying tax incentives, the contract manufacturing route has grown in importance and popularity.
- **Large Unorganized Sector:** The unorganised sector has a presence in most product categories of the FMCG sector. Small companies from this sector have used their location advantages and regional presence to reach out to remote areas where large consumer products have only limited presence. Their low cost structure also gives them an advantage.

VI: Factors affecting Consumer Buying Behaviour

All of us are consumers. We consume things of daily use; we also consume and buy these products according to our needs, preferences and

buying power. These can be Consumable goods, durable goods, speciality goods or, industrial goods.

What we buy, how we buy, where and when we buy, in how much quantity we buy depends on our perception, self concept, social and cultural background and our age and family cycle, our attitudes, beliefs values, motivation, personality, social class and many other factors that are both internal and external to us. While buying, we also consider whether to buy or not to buy and, from which source or seller to buy. In some societies there is a lot of affluence and, these societies can afford to buy in greater quantities and at shorter intervals. In poor societies, the consumer can barely meet his barest needs. The marketer therefore tries to understand the needs of different consumers and having understood his different behaviours which require an in-depth study of their internal and external environment, they formulate their plans for marketing.

Management is the youngest of sciences and oldest of arts and consumer behaviour in management is a very young discipline. Various scholars and academicians concentrated on it at a much later stage. It was during the 1950s, that marketing concept developed, and thus the need to study the behaviour of consumers was recognised. Marketing starts with the needs of the customer and ends with his satisfaction. When everything revolves round the customer, then the study of consumer behaviour becomes a necessity. It starts with the buying of goods. Goods can be bought individually, or in groups. Goods can be bought under stress (to satisfy an immediate need), for

comfort and luxury in small quantities or in bulk. For all this, exchange is required. This exchange is usually between the seller and the buyer. It can also be between consumers.

Consumer behaviour can be defined as the decision-making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services.

This definition clearly brings out that it is not just the buying of goods/services that receives attention in consumer behaviour but, the process starts much before the goods have been acquired or bought. A process of buying starts in the minds of the consumer, which leads to the finding of alternatives between products that can be acquired with their relative advantages and disadvantages. This leads to internal and external research. Then follows a process of decision-making for purchase and using the goods, and then the post purchase behaviour which is also very important, because it gives a clue to the marketers whether his product has been a success or not.

To understand the likes and dislikes of the consumer, extensive consumer research studies are being conducted. These researches try to find out:

- What the consumer thinks of the company's products and those of its competitors?
- How can the product be improved in their opinion?
- How the customers use the product?
- What is the customer's attitude towards the product and its advertising?
- What is the role of the customer in his family?

Consumer behaviour is a complex, dynamic, multidimensional process, and all marketing

decisions are based on assumptions about consumer behaviour.

Marketing strategy is the game plan which the firms must adhere to, in order to outdo the competitor or the plans to achieve the desired objective. In formulating the marketing strategy, to sell the product effectively, cost-benefit analysis must be undertaken. There can be many benefits of a product, for example, for owning a motor bike one can be looking for ease of transportation, status, pleasure, comfort and feeling of ownership. The cost is the amount of money paid for the bike, the cost of maintenance, gasoline, parking, risk of injury in case of an accident, pollution and frustration such as traffic jams. The difference between this total benefit and total cost constitutes the customer value. The idea is to provide superior customer value and this requires the formulation of a marketing strategy. The entire process consists of market analysis, which leads to target market selection, and then to the formulation of strategy by juggling the product, price, promotion and distribution, so that a total product (a set of entire characteristics) is offered. The total product creates an image in the mind of the consumer, who undergoes a decision process

VII: Marketing Strategy and Consumer Behaviour

(i) Marketing Analysis

- (a) Consumer
- (b) Company
- (c) Competition

(d) Condition

(ii) Marketing Segmentation

- (e) Identify product related needs
- (f) Group customers with similar need sets
- (g) Describe each group
- (h) Select target market

(iii) Marketing Strategy

- (I) Product
- (j) Price
- (k) Distribution
- (l) Communication
- (m) Service

(iv) Consumer Decision Process

- (n) Problem recognition
 - (o) Information search—internal, external
 - (p) Alternative evaluation
 - (q) Purchase
 - (r) Use
 - (s) Evaluation
- ### **(v) Outcomes**
- (t) Customer satisfaction
 - (u) Sales
 - (v) Product/Brand image

(i) MARKET ANALYSIS

Market analysis requires an understanding of the 4-Cs which are consumer, conditions, competitor and the company. A study is undertaken to provide superior customer value, which is the main objective of the company. For providing better customer value we should learn the needs of the consumer, the offering of the company, vis-a-

vis its competitors and the environment which is economic, physical, technological, etc.

(a) The Consumer

To understand the consumer; researches are made. Sometimes motivational research becomes handy to bring out hidden attitudes, uncover emotions and feelings. Many firms send questionnaires to customers to ask about their satisfaction, future needs and ideas for a new product. On the basis of the answers received, changes in the marketing mix are made and advertising is also streamlined.

(b) The External Analysis (Company)

The external analysis may be done by the feedbacks from the industry analyst and by marketing researches. The internal analysis is made by the firm's financial conditions, the quantum of the sales, force and other factors within the company. The study of these factors leads to a better understanding of the consumer and his needs.

(c) The Competition

In the analysis of the market, a study of the strengths and weaknesses of the competitors, their strategies, their anticipated moves and their reaction to the companies. Moves and plans is to be made. The company after getting this information reacts accordingly and changes its marketing mix and the offering is made in a manner which can out do the competitor. This is a very difficult process and it is easier said than done. To have correct information about the competitors and to anticipate their further moves is the job of the researcher.

(d) The Conditions

The conditions under which the firms are operating has also to be seriously considered. The

factors to be studied are the economy, the physical environment, the government regulations, the technological developments, etc. These effect the consumer needs, i.e. the deterioration of the environment and its pollution may lead to the use and innovation of safer products. People are health conscious and are concerned with their safety. Hence, in this case, safer products have a better chance with the consumer. In case of recession, the flow of money is restricted greatly. This leads to the formulation of different marketing strategies.

(ii) Market Segmentation

The market is divided into segments which are a portion of a larger market whose needs are similar and, they are homogeneous in themselves. Such segments are identified with similar needs.

(a) Need Set

By need set, it is meant that there are products which satisfy more than one need.

An automobile can fill the transportation needs, status need, fun needs or time saving needs. So the company tries to identify the need sets which its product can fulfil. Then we try to identify the groups who have similar needs, i.e. some people need economical cars, others may go for luxury cars.

(b) Demographic and Psychographic Characteristics

These groups are identified and they are described in terms of their demographic and psychographic characteristics. The company finds out how and when the product is purchased and consumed.

(c) Target Segment

After all the above preliminary work is done, the target customer group known as the target segment is chosen, keeping in mind how the company can provide superior customer value at a profit. The segment which can best be served with the company's capabilities at a profit is chosen. It has to be kept in mind that different target segments require different marketing strategies and, with the change in the environmental conditions the market mix has to be adjusted accordingly.

(iii) Marketing Strategy

Strategies are formulated to provide superior customer value. In formulating market strategies, the 4-ps are directed at the target market.

(a) Product

Product is anything that is offered to the consumer which is tangible and can satisfy a need and has some value.

(b) Price

Price is the amount of money one must pay to obtain the right to use the product.

(c) Distribution (Place)

The goods can be distributed by many channels. These could be retailers, wholesalers, agents or by direct selling. Distribution outlets play an important role in reaching the goods to the consumer. They provide, time, place and possession utilities. Some goods need to be marketed through the channels or the middleman. Others can be marketed directly by the company to the actual consumer.

(d) Promotion

Promotion is the means of changing the attitudes of the consumer, so that it becomes favourable

towards the company's products. Various means of promotion are advertising, personal selling, sales promotion and publicity.

(e) Service

Service refers to auxiliary service that enhances the value of the product or the service. For instance, while buying a car. Free services are provided over a certain period of time. Check-ups are free and maintenance is also covered on the charge of an adequate amount along with the product purchased. These auxiliary services are provided at a cost with money. These provide value to the product or the customer. These services give an advantage to the customer and he is free from the botheration of occasional checkups or risk. The risk is considerably reduced and, the customer derives satisfaction with his decision to purchase.

(iv) Consumer Decision Process

The decision-making process consists of a series of steps which the consumer undergoes. First of all, the decision is made to solve a problem of any kind. This may be the problem of creating a cool atmosphere in your home. For this, information search is carried out, to find how the cool atmosphere can be provided, e.g. by an air-conditioner or, by a water-cooler. This leads to the evaluation of alternatives and a cost benefit-analysis is made to decide which product and brand image will be suitable, and can take care of the problem suitably and adequately. Thereafter the purchase is made and the product is used by the consumer.

VIII : Disciplines Involved in the Study of Consumer Behaviour

Consumer behavior was a relatively new field of study during the second half of the 1960s without a history or research of its own. It is in fact a subset of human behavior and it is often difficult to draw a distinct line between consumer-related behavior and other aspects of human behavior. The discipline of consumer behavior has borrowed heavily from concepts developed in other disciplines of study such as psychology, sociology, social psychology, cultural anthropology and economics.

(i) **Psychology** is the study of the individual, which includes motivation, perception, attitudes, and personality and learning theories. All these factors are critical to an understanding of consumer behavior and help us to comprehend consumption related needs of individuals, their actions and responses to different promotional messages and products and the way their experiences and personality characteristics influence product choices.

(ii) **Sociology** is the study of groups. When individuals form groups, their actions are sometimes quite different from the actions of those very individuals when they are operating alone. The influences of group memberships, family and social class of consumer behavior are important for the study of consumer behavior.

(iii) **Social psychology** is a combination of sociology and psychology and studies how an individual operates in a group.

It also studies how those whose opinions they respect such as peers, reference groups, their families and opinion leaders influence individuals in their consumption behavior.

(iv) **Cultural anthropology** is the study of human beings in society. It explores the development of core beliefs, values and customs that individuals inherit from their parents and grandparents, which influence their purchase and consumption behavior. It also studies sub-cultures and helps compare consumers of different nationalities and cultures.

(v) **Economics**: An important aspect of the study of economics is the study of how consumers spend their funds, how they evaluate alternatives and how they make decisions to get maximum satisfaction from their purchases.

Despite the fact that consumer behavior as a field of study is relatively of recent origin, it has grown enormously, has become a full-blown discipline of its own and is used in the study of most programmes of marketing study.

The marketing concept was accepted and adopted by a large number of companies in the developed countries, particularly the United States and this provided an impetus to study the consumer behavior. Companies had to engage in extensive marketing research to identify unsatisfied consumer needs. In this process, marketers learnt that consumers were highly complex as

individuals and had very different psychological and social needs, quite apart from their survival needs. They also discovered that needs and priorities of different consumer segments differed significantly. They realized that to design products and develop suitable marketing strategies that would satisfy consumer needs, they had to first study consumers and the consumption related behavior in depth. In this manner market segmentation and marketing concept paved the way for the application of consumer behavior principles to marketing strategy.

IX: Applications of Consumer Behaviour in Marketing

Consumer behavior principles are applied in many areas of marketing as discussed below:

(i) Analyzing market opportunity:

Consumer behavior study helps in identifying the unfulfilled needs and wants of consumers. This requires examining the trends and conditions operating in the marketplace, consumers' lifestyles, income levels and emerging influences. This may reveal unsatisfied needs and wants. The trend towards increasing number of dual income households and greater emphasis on convenience and leisure have led to emerging needs for household gadgets such as washing machine, mixer grinder, vacuum cleaner and childcare centers etc. Mosquito repellents have been marketed in response to a genuine and unfulfilled consumer need.

(ii) Selecting target market: A review of market opportunities often helps in identifying distinct consumer segments with very distinct and unique wants and needs. Identifying these groups, learning how they behave and how they make purchase decisions enables the marketer to design and market products or services particularly suited to their wants and needs. For example, consumer studies revealed that many existing and potential shampoo users did not want to buy shampoo packs priced at Rs.60 or more and would rather prefer a low-priced sachet containing enough quantity for one or two washes. This finding led companies to introduce the shampoo sachet, which became a good seller.

(iii) Marketing mix decisions: Once unsatisfied needs and wants are identified, the marketer has to determine the right mix of product price, distribution and promotion. Here too, consumer behavior study is very helpful in finding answers to many perplexing questions.

- **Product:** The marketer designs the product or service that would satisfy unfulfilled needs of wants. Further decisions regarding the product concern the size, shape and features. The marketer also has to decide about packaging important aspects of service, warranties and accessories etc. Nestle first introduced Maggi noodles in masala and capsicum

flavours. Subsequently, keeping in view the consumer preferences in some regions, the company introduced garlic, Sambar, Mixed Vegetables, Dal Atta Noodles, etc.

- **Price:** The second important component of marketing mix is price. Marketers must decide what price to charge for the product or service. These decisions will influence the flow of revenue to the company. Should the marketer charge the same, higher, or lower price in comparison to competition? Is the consumer price sensitive and would a lower price stimulate sales? Should there be any price with discounts? Do consumers perceive lower price indicative of poor quality?

To answer such questions, the marketer must understand the way the company's product is perceived by consumers, the importance of price as a purchase decision variable and how different price levels would affect sales. It is only through consumer behavior study in actual buying situations that the marketer can hope to find answers to these important issues.

- **Promotion:** Promotion is concerned with marketing communications to consumers. The more important promotion methods are advertising, personal selling, sales promotion, publicity and direct marketing. The marketer has to decide which method would be most suitable to effectively reach the consumers. Should it be advertising alone or should it be combined with sales promotion? The company has to know the target consumers, their location, what

media do they have access to and what are their media preferences, etc.

In most cases of industrial products, there is very little or no advertising. Brochures containing technical specifications are often posted to clients and the salespeople make follow-up visits. Consumer products get the maximum share of advertising. The pharmaceutical industry exclusively uses personal selling for prescription drugs. Insurance companies use both advertising and personal selling.

- **Distribution:** The next decision relates to the distribution channel, that is, where and how to offer products and services for sale. Should the products be sold through all the retail outlets or only through selected ones? Should the marketer use only the existing outlets, which also sell competing brands, or should new exclusive outlets selling only the marketer's brands be created? Is the location of retail outlets important from consumers' point of view? Should the company think of direct marketing? The answers to these questions are furnished by consumer behavior research. For example, when Eureka Forbes introduced its vacuum cleaners many years ago, few stores knew anything about this product and most were not willing to buy it. Consumer awareness about the product was also low and no retail shops carried the product. Under these circumstances, the company decided to sell the product only through personal selling, with salespeople calling directly on the consumer at her/his home. These

salespeople had enough time to explain and demonstrate the vacuum cleaner and convince prospects about its usefulness. Retail outlets would not have been suitable for this sales approach. This strategy was based on understanding of consumer behavior and yielded good results.

(iv) Use in Social and Non-profits Marketing:

Consumer behavior studies are useful to design marketing strategies by social, governmental and not-for-profit organizations to make their programmes more effective such as family planning, awareness about AIDS, crime against women, safe driving, environmental concerns and others. UNISEF (greeting cards), Red Cross and CRY etc. make use of consumer behavior understanding to sell their services and products and also try to motivate people to support these institutions.

X: FINDINGS

Subsequent to the objective analysis of the data collected we would like to summarise the Findings of the study and state as under.

1. For analyzing the buying decisions of the respondents in respect of select FMCG products viz. chocolate Bar, Milk, Edible oil, Bath Soap & Shampoo, we had used nine Factors like Price, Availability, Quality, Taste, and Attractiveness of the Packages, Quantity, Ingredients Brand and Influence by Media. The basis of decision making was measured on 3 point likert scale as Most Important, Important & Not Important.
- a) In respect of **Chocolate Bar**, Taste was considered to be the most important factor while Availability & Media Influence as consider as next important factor.

- b) In case of **Milk**, Quality was considered to be the most important factor and Ingredients i.e. Fat content was considered to be the next important factor.
 - c) In case of **Edible Oil**, Quality was considered to be the most important factor, while Taste and Packing were next important factors.
 - d) In case of **Bath Soap**, Availability, Brand and Media Influence were considered to be most important factors, while Ingredients was next important factor.
 - e) In case of **Shampoo**, Brand was considered to be the most important factor while Quality and Ingredients was considered to be the next important factors.
2. Regarding purchase preference of the respondents in respect of the selected FMCG products, for buying chocolate Bar & Milk, people prefer Small Shops while for Edible Oil, Bath Soap and Shampoo people prefer Super Markets due to wider choice.
 3. Regarding Monthly expenses on select FMCG products, maximum respondents spend Rs. 100/- to Rs.200/- on purchase of Chocolate Bars, on Milk it is Rs.500/- to Rs.800/-, on Edible Oil it is Rs.200/- to Rs.300/-, on shampoo it is Rs.100/- to Rs.200/-. Hence it is seen the customers spending on Milk is maximum while Edible oil is next in the list and Chocolate Bar is the last in the list.
 4. Regarding frequency of buying, people buy Chocolate bar and Milk on daily basis, while items like Edible oil, Bath soap and Shampoo is purchased on weekly or monthly basis.
 5. Regarding sale promotional tools influencing the buying decisions of the respondents. It was found that cash discount, free gifts, gift vouchers and

hampers were highly influential tools. However the contest/coupons were the least influencing factor.

6. Regarding media influence on the buying decisions, Television was found to be highly influencing media the next were Newspapers and Magazines, surprisingly internet and Hoardings were considered to be least influencing medias.

XI: CONCLUSIONS AND SUGGESTIONS

Today, the **digital revolution** of the marketplace allows much greater customization of products, services, and promotional messages than older marketing tools. By doing so, it enables marketers to build and maintain relationships with customers-just like the salespersons, grocers, and jewellers have done for many decades-but on a much greater and more efficient scale. Digital technologies also enable marketers to collect and analyze increasingly complex data on consumer's buying patterns and personal characteristics. On the other hand, the same technologies enable consumer to find more information about products and services, including prices, more easily, efficiently, and, for the most part, from the comfort of their own homes.

Finally to conclude we can say almost every FMCG company has been riding the waves of growth in the last 20 years and it won't be any different in the future. The winners however will innovate more complex but significantly insightful models and use technology to create flexible supply chain, innovative products and

communication ideas and satisfy even more consumer requirements. Together with this, the government has to create an enabling environment and tackle number of urban issues for the industry to truly reach its potential."

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