

**A Study On Categories Of Fast Moving Consumer Goods Purchased By The Consumers In
Thanjavur Region, Tamil Nadu, India**

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Abstract

The Indian Fast Moving Consumer Goods Segment has grown-up mainly on two requirements. One is amplified awareness in rural region and other is realization of value products for intermediate class customers. FMCG zone is price meek and one of the key mechanisms of India's GDP. For sampling purpose, 384 sample sizes are selected and embraced stratified random sampling method has been used to get a proper demonstrative sample of the universe. From these regions first parts have been made three districts (Thanjavur, Thiruvarur and Nagapattinam) and then taluks and panchayat unions from these districts have been selected for collection of data. The statistical tools percentage, Analysis of Variance and Chi-square test was used in this study.

Key Words: Consumer Decision, FMCG, CII

Introduction

The Fast Moving Consumer Goods (FMCGs) are those consumables which are commonly consumed by the consumers at an unswerving interval. Fast Moving Consumer Goods are more pleas and also regularly purchased by the customers. These goods comprise all Consumable goods (other than beats and grains) and consumers buy at systematic recesses in small quantities. Main items of these sorts are detergents, soaps, shaving products, shampoos, toothpastes and brushes, packed food stuffs, household accessories, creams, oils, tea, coffee etc. The risk of purchasing FMCG is relatively less compared to high involvement buying situations; consumers do not mind experimenting with different brands.

FMCG Industry Segments

According to the Confederation of Indian Industries (CII), FMCG has four broad based segments – Household Care, Personal Care, Packaged Food & Beverages and Spirits & Tobacco.

Each segment includes many sub-segments. The overall performance of FMCG sector is driven by internal competitiveness of the sub-segments.

TABLE 1
FMCG Categories and product

Categories	Products
Household Care	Fabric wash (laundry soaps and artificial detergents); household cleaners (dish/utensil cleaners, floor cleaners, toilet cleaners, air fresheners, insecticides and mosquito repellents, metal polish and Furniture polish).
Personal Care	Oral care; hair care; skin care; personal wash (soaps); cosmetics and toiletries; deodorants; Perfumes; feminine hygiene; Paper products (tissues, diapers, sanitary); Shoe care.
Packaged Food and Beverages	Health beverages; soft drinks; staples/cereals; bakery products (biscuits, bread, cakes); snack food; chocolates; ice cream; tea; coffee; soft drinks; processed fruits, vegetables; dairy products; bottled water; branded flour; branded Rice; branded sugar; juices etc.
Sprits and Tobacco	An exact product-wise sale break up for each of the items is difficult.

Source: India Brand Equity Foundation (IBEF)

Review of Literature

Abhishek Malhotra (2010) told that the Indian GDP per capita is low but many Indian consumer slices which constitute reasonably large absolute numbers are either close to or have already reached the sloping point of rapid growth. The sector is poised for hasty growth over the next 10 years, and by 2020, the industry is expected to be larger, more responsible and more tuned to its customers.

Ashish Mathur (2011) examined the consumer preference for the sales promotion is becoming byzantine because of the changing attitudes and trends of the customers. The researcher trusted upon convenience based random sampling technique was used for his study and a total of 201 respondents were included in result analysis. They found that sales promotion

has the impact on the satisfaction for the customers because these impact the perceptions and attitudes of consumers towards the products and sales.

Scope of the Study

In today’s world, the scope and use of Fast Moving Consumer Goods have prolonged to such an extent that it is now needed that, this is measured to be the world’s largest Industry with high rate of employee strength, and that which convey in a lot of revenue to the countries. The Consumer Products are suffering increased globalization (from imported Dates, Soaps, stationery items to hair dyes, inclusive of imported Chocolates and Soft drinks), and hence global competition; on the other hand, this business entails the management of higher customer turnover, the challenge of convincing them within the shortest time they visit and manage their business, the growing customer acquisition costs and rising customer expectations.

Objective of the Study

- To analyze the categories of Fast Moving Consumer Goods purchased by the consumers in Thanjavur Region

Research Methodology

The present study is descriptive in nature and at the same time it is analytical in one sense because the primary data are analyzed with the help of suitable statistical tools. Thanjavur region is the geographical area of the study. It covers Thanjavur, Thiruvarur and Nagappattinam districts. Both Primary and Secondary sources of data were utilized for the study. Primary data was collected by means of administering an interview schedule to the customers. Secondary data have been collected from various publications, periodicals, journals, websites etc.

Sample Size

To represent every segment of the universe the sample size included sufficient in number. So, the following formula has been used to estimate the population sample size (Bill Godden, January 2004):

Sample Size – Infinite Population (Where the population is greater than 50,000)

$$ss = \frac{Z^2 * (P) * (1-P)}{C^2}$$

Where:

SS = Sample Size

Z = Z-value (Confidence level at 95% and standard value is 1.96)

P = Percentage of population picking a choice

C = Confidence interval (Margin of error at 5%, standard value of 0.05)

$$ss = \frac{1.96^2 * (.5) * (1-.5)}{.05^2}$$

$$= 384.16 \text{ (Rounded off 384)}$$

As per the formula, the required sample size is 384 customers, as a sample was selected in Thanjavur Region of Tamil Nadu.

Hypothesis

- ❖ There is no significant difference between the categories of Fast Moving Consumer Goods purchased and opinion of the respondents in terms of their demographic variables

Table 2

Table showing relationship between frequently purchase of FMCG Categories product and area of residence

FMCG Categories \ District	Thanjavur		Nagapattinam		Thiruvarur	
	No.	%	No.	%	No.	%
Household Care	91	51.7	68	58.6	48	52.2
Personal Care	65	36.9	40	34.5	40	43.5
Packaged Food and Beverages	20	11.4	08	06.9	04	04.3
Total	176	100.0	116	100.0	92	100.0

Source: Primary Data

The above table offering results of the analysis of the data relating to consumers frequently purchase of Fast Moving Consumer Goods categories on the basis of area wise distribution of the sample respondents. It can be clearly understood from the above table more than 50 per cent of the sample respondents are mostly buying household care product in all the three districts; 43.5 per cent respondents of the Thiruvarur district, 36.9 per cent respondents of the Thanjavur district and 34.5 per cent respondents of the Nagapattinam district are buying personal care product and 11.4 per cent respondents of the Thanjavur district, 6.9 per cent

respondents of the Nagapattinam district and 4.3 per cent respondents of the Thiruvarur district are buying packaged food and beverages in the FMCG categories.

Table 3

One way ANOVA for frequently purchase of FMCG categories and opinion of the respondents in terms of their area of residence

Sources of Variation	Sum of Squares	Degree of Freedom	Mean Square	Computed Value of F	Table Value of F
Between samples	1248	$c-1=3-1=2$	$1248/2 = 624$	F= Greater value/Lower value	19.3
Within Samples	5482	$n-c=9-3=6$	$5482/6 = 913.67$	$913.67/624 = 1.46$	
Total	6730	n-1=9-1=8			

Source: Compiled by the researcher from primary data

The table 3 shows that the opinion on frequently purchase categories of FMCG product based on their area of residence of the respondents using Analysis of Variance test. The calculated value is less than the table value. So, the null hypothesis is accepted. Hence, there is no significant difference between the categories of Fast Moving Consumer Goods purchased and opinion of the respondents in terms of their area of residence.

Table 4

Table showing relationship between gender and frequently purchase of FMCG Categories product

FMCG Categories	Male		Female	
	No.	%	No.	%
Household Care	92	56.1	115	52.3
Personal Care	60	36.6	85	38.6
Packaged Food and Beverages	12	07.3	20	09.1
Total	164	100.0	220	100.0

Source: Primary Data

The above table shows that the relationship between gender of the respondents and frequently purchase of FMCG categories product. On the basis of study results found that maximum of 56.1per cent of the male respondents and 52.3 per cent of the female respondents are frequently buying the household care product; 38.6 per cent of the female respondents and 36.6 per cent of the male respondents are frequently buying the personal care product and only

less than 10 per cent of the male as well as female respondents are frequently buying packaged food and beverages product.

Table 5
Chi-Square Test for frequently purchase of FMCG categories product and opinion of the respondents in terms of their gender

Calculated Value	Table Value	Degrees of Freedom	Level of Significance
0.72	5.99	2	5%

Source: Compiled by the researcher from primary data

The table 5 specifies that the opinion on frequently purchase of FMCG categories product based on gender of the respondents using Chi-square test. The table value is more than the calculated value. So, the null hypothesis is accepted. Hence, there is no significant difference between the categories of Fast Moving Consumer Goods purchased and opinion of the respondents in terms of their gender. There is no difference of opinion was statistically proved by using Chi-square test. So, male opinion is not differing from female regarding the categories of FMCG purchased.

Table 6
Table showing relationship between Age of the respondents and frequently purchase of FMCG Categories product

FMCG Categories	Below 20 years		20-40		40-60		Above 60 years	
	No.	%	No.	%	No.	%	No.	%
Household Care	5	50.0	133	56.8	59	48.4	10	55.6
Personal Care	3	30.0	81	34.6	56	45.9	5	27.8
Packaged Food and Beverages	2	20.0	20	08.6	07	05.7	3	16.6
Total	10	100.0	234	100.0	122	100.0	18	100.0

Source: Primary Data

The above table shows that relationship between age of the respondents and their frequently purchase of Fast Moving Consumer Goods categories product. It is evidenced from

the above table all the age groups of the respondents are mostly prefer household care categories product for buying the Fast Moving Consumer Goods, second preference given to personal care categories product. It is also found from that table the packaged food and beverages are least preference given to buying the FMCG categories product.

Table 7
One way ANOVA for frequently purchase of FMCG categories and opinion of the respondents in terms of their age

Sources of Variation	Sum of Squares	Degree of Freedom	Mean Square	Computed Value of F	Table Value of F
Between samples	11066.7	C-1=4-1=3	$11066.7/3 = 3688.9$	F= Greater value/Lower value	4.07
Within Samples	8133.3	n-c=12-4=8	$8133.3/8 = 1016.7$	$3688.9/1016.7 = 3.63$	
Total	19200	n-1=12-1=11			

Source: Compiled by the researcher from primary data

The table 7 shows that the opinion on frequently purchase of FMCG categories product based on their age of the respondents by using Analysis of Variance test. The calculated value is less than the table value. So, the null hypothesis is accepted. Hence, there is no significant difference between frequently purchase of Fast Moving Consumer Goods categories and opinion of the respondents in terms of their age.

Table 8
Table showing relationship between income of the respondents and frequently purchase of FMCG Categories product

FMCG Categories	Low Income		Middle Income		High Income	
	No.	%	No.	%	No.	%
Household Care	96	54.5	104	54.2	07	43.8
Personal Care	70	39.8	70	36.5	05	31.2
Packaged Food and Beverages	10	05.7	18	09.3	04	25.0

Total	176	100.0	192	100.0	16	100.0
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Source: Primary Data

The table 8 shows results of the analysis of the data relating to consumers frequently purchase of FMCG Categories product on the basis of annual income of the respondents. It can be perceived that low income group of 96 respondents (54.5 per cent) are frequently purchasing household care product, 70 respondents (39.8 per cent) are frequently purchase of personal care product and 10 respondents (05.7 per cent) are frequently purchase of packaged food and Beverages. It also found from that table, middle income group of 104 respondents (54.2 per cent) are frequently buying household care product, 70 respondents (36.5 per cent) are frequently buying the personal care product and 18 respondents (09.3 per cent) are frequently buying the packaged food and beverages product. Whereas high income group of 07 respondents (43.8 per cent) are also frequently buying household care product, 5 respondents (31.2 per cent) are frequently buying the personal care product and 4 respondents (25 per cent) are frequently buying packaged food and beverages.

Table 9

One way ANOVA for frequently purchase of FMCG categories and opinion of the respondents in terms of their income

Sources of Variation	Sum of Squares	Degree of Freedom	Mean Square	Computed Value of F	Table Value of F
Between samples	6315	C-1=3-1=2	$6315/2 = 3157.5$	F= Greater value/Lower value	5.14
Within Samples	7647	n-c=8-2=6	$7647/6 = 1274.5$	$3157.5/1274.5 = 2.48$	
Total	13962	n-1=9-1=8			

Source: Compiled by the researcher from primary data

The table 9 shows that the opinion on frequently purchase of FMCG categories product based on their income of the respondents by using Analysis of Variance test. The tabulated value is more than the calculated value. So, the null hypothesis is accepted. Hence, there is no

significant difference between frequently purchase of Fast Moving Consumer Goods categories and opinion of the respondents in terms of their income.

Table 10
Table showing relationship between Educational qualifications of the respondents and frequently purchase of FMCG Categories product

FMCG Categories	Up to HSC		Graduate		Post Graduate		Professional	
	No.	%	No.	%	No.	%	No.	%
Household Care	28	48.3	125	58.4	51	50.0	03	30.0
Personal Care	26	44.8	75	35.1	39	38.2	05	50.0
Packaged Food and Beverages	04	6.9	14	6.5	12	11.8	02	20.0
Total	58	100.0	214	100.0	102	100.0	10	100.0

Source: Primary Data

The table 10 shows that relationship between educational qualifications of the respondents and frequently purchase of FMCG Categories product. It is evidenced from the above table household care product are the first preference of HSC, graduate level and post-graduate level but, in the Professional qualifications personal care product are the first preference for frequently purchasing the Fast Moving Consumer Goods, and then second preference given to personal care goods by the HSC level of education,, graduate and post-graduate level of education of the respondents but, in the professional qualifications household care product are the second preference for frequently purchasing the goods. It is also found from that table the third preference given to packaged food and beverages by the all level of education.

Table 11
One way ANOVA for frequently purchase of FMCG categories and opinion of the respondents in terms of their educational qualifications

Sources of Variation	Sum of Squares	Degree of Freedom	Mean Square	Computed Value of F	Table Value of F
Between samples	7600	C-1=4-1=3	$7600/3 = 2533.33$	F= Greater value/Lower value	4.07

Within Samples	7338	n-c=12-4=8	$7338/8 = 917.25$	$2533.33/917.25 = 2.76$	
Total	14938	n-1=12-1=11			

Source: Compiled by the researcher from primary data

The table 11 shows that the opinion on frequently purchase of FMCG categories product based on their educational qualifications of the respondents by using Analysis of Variance test. The calculated value is less than the table value. So, the null hypothesis is accepted. Hence, there is no significant difference between frequently purchase of Fast Moving Consumer Goods categories and opinion of the respondents in terms of their educational qualifications.

Findings of the Study

- It can be clearly understood from the study more than 50 per cent of the sample respondents are mostly buying household care products in all the three districts.
- On the basis of study results found that maximum of 56.1per cent of the male respondents and 52.3 per cent of the female respondents are frequently buying the household care products.
- It is evidenced from the study all the age groups of the respondents are majority preferred household care category products for buying the Fast Moving Consumer Goods.
- It is evident from the study all the income group of the respondents are first preference given to buying household care products and then personal care products and last preference given to buying the packaged food and beverages.
- It is evidenced from the study results, household care products are the first preference of HSC, graduate level and post-graduate level of the respondents.

Suggestions and Conclusion

Branded products are purchased frequently so special care should be taken for these products to increase sales and get business. MNCs in FMCG sector in India are the leaders in offering sales promotions benefits. Indian domestic companies should gear up and put more efforts to increase sales through sales promotion methods. The consumer behaviour was unpredictable one in any kind of market at least to some extent. In this context, it is recommended that the FMCG companies should analyze the market conditions, competitors' movement and consumers' reaction before introducing any schemes to increase the sales.

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