



## A STUDY ON CONSUMER PERCEPTION FOR FMCG PRODUCTS

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**Abstract:** *In order to understand the underlying elements that influence customers' attitudes, preferences, and decision-making processes, the current study explores consumer perception of Fast-Moving Consumer Goods (FMCG) items. Understanding how customers view these products is essential for marketers and manufacturers looking to increase their market share and brand positioning in the fast-moving consumer goods (FMCG) sector due to the rapidly changing landscape and fierce competition. A mixed-methods strategy is used in this study to collect both qualitative and quantitative data. In order to understand customers' attitudes, preferences, and associations with diverse FMCG items, the study uses semi-structured interviews and surveys. Utilising keyword analysis tools, relevant themes and feelings coming from consumer replies are identified. Preliminary findings highlight that consumers' perception of FMCG products is significantly influenced by factors such as product quality, brand image, price, packaging, and advertising. Moreover, consumers' cultural backgrounds, personal experiences, and social influences further contribute to shaping their perception. The study also reveals how certain FMCG products have managed to establish strong emotional connections with consumers, leading to brand loyalty and repeat purchases. The outcomes of this research provide valuable insights into the dynamic relationship between consumers and FMCG products, contributing to the development of effective marketing strategies and enhanced product development. By acknowledging the pivotal role of consumer perception, marketers and manufacturers can better understand and meet consumers' evolving needs and preferences in the competitive FMCG market, ultimately fostering sustainable growth and improved customer satisfaction.*

**Keywords:** *FMCG, consumer perception, attitudes, preferences, decision-making, brand positioning, market share.*

### INTRODUCTION

Understanding consumer perception is essential for creating effective marketing plans and giving businesses a competitive edge in the fast-paced world of consumer products. Fast-moving consumer goods (FMCG) are items that are purchased often and sold for low rates. They cover a wide range of things, including food and drink, cosmetics, necessities for the home, and more.

The FMCG industry has grown and diversified significantly in recent years as a result of shifting customer preferences, rising disposable income, and globalisation. Due to the particular possibilities and problems faced by businesses in this sector, a deep grasp of consumer perception and behaviour is required.

The following goals are pursued by the study: Determine the main variables affecting consumer perception, examine how branding affects how customers perceive products, Analyse the impact of marketing and advertising tactics.

This study aims to delve into the intricate world of consumer perception towards FMCG products, exploring the underlying drivers that influence their choices and attitudes. By gaining deeper insights into consumer preferences, companies can better tailor their marketing strategies, product development, and overall business approach to meet the ever-changing demands of their target market.

Factors that impact consumer perception include brand image, product quality, packaging, pricing, advertising, and social influences, among others. Additionally, the rise of e-commerce and digital marketing has further reshaped how consumers perceive and interact with FMCG products.

### **LITERATURE REVIEW**

According to Natarajan in the year (1997) Investigated the effect of socio-economic influences on country customer performance in footings of their buying does, to the social status and level of income. According to Kumar in the year (1998) Conducted an examination on urban marketing for FMCG. According to Ghosh in the year, (1999) A significant contributor to India 's Gross Domestic Product (GDP) and is also the 4th largest sector in the Indian economy responsible for giving employment to approximately 5% of the total factory employment. According to Selvaraj in the year (2000) In his research regarding urban consumer behaviour perceived that 'nearness' was the most noteworthy factor impacting their purchase of the nondurables. According to Garga in the year, (2002) The one study among the 3000 urban consumers in three districts of Punjab found that, urban consumers want to purchase the goods in small packets at lower price. According to MD in the year, (2002) Revealed with more than 600 thousand urban and urban people and more than 70 percent of the population, urban India has become an enormous consumer goods market.

According to Daud in the year, (2003) Aimed to analyse the product consciousness in urban area and to contemplate the attention of consumers in branded products of Fast-Moving Consumer Goods. According to Muneeswaran in the year, (2004) Revealed that consumer behaviour accepts a lot of significance in the present consumer-oriented marketing system with specific reference to 'gender attention'. Jha in the year, (2005) The consumer preference and brand awareness with reference to FMCG in Bihar.

Yuvarani in the year, (2006) Analysed that liberalization of the Indian cheap had extensive results, which prompted the free entry of global brands in Indian markets. Sulekha in the year, (2007) In India more than 72 per cent population lives in villages and FMCG companies are well-known for selling their products to the middleclass household. Srivastava in the year, (2008) FMCG subdivision is a vital donor to India's Gross National Product.

Meyer in the year (2009) While the environment of a group is composed of an immeasurable set of rudiments outside the limits of the group, other organizations, relations of individuals, and comprehensive forces represent vital segments of the organization's environment. Osborn and Hunt in the year, (2010) Therefore, as the pace of changes in external environment accelerates, organizations' survival increasingly depends on devising entrepreneurial responses to unforeseen discontinuities. Vincent N. Machuki & Evans Aosa in the year (2011) Has the opinion that the various environmental aspects were ranked differently on the number of issues organizations need to deal with.

Jain and Sharma in the year (2012) In a research article on FMCG's touch every aspect of human life it is an integral part of a consumer dominated market and also a corner stone of the Indian economy. Kumar in the year, (2013) Says that FMCG's are consumer packaged goods include consumable items by consumers at regular intervals; these items are frequently used by the consumers and are yielding high returns to marketers.

Gupta and Mittal in the year, (2014) Fast Moving Consumer Goods (FMCG) sector is very important for Indian economy. This sector touches every facet of The Indian Fast-Moving Consumer Goods (FMCG) manufacturing began to shape throughout the last fifty odd years. Natarajan and Khaja in the year, (2015) Fast Moving Consumer Goods (FMCG) can be defined as packed goods that are consumed or sold at regular and small intervals. Gupta & Roy in the year (2016) Have said Marketers should try to create awareness regarding the benefits of the ingredient brand and build up the confidence by delivering superior benefits of the ingredient. Santos in the year (2017) Have mentioned that Brands may function like a social currency, which every individual uses to assess others, and which others are expected to use in them assessments of the individual. Nugroho & Wihandoyo in the year, (2018) Says that Understanding Consumer's Perceived Values place important part in winning customers over a product/service and became the major motive in choosing the problem. Manepatil in the year, (2019) Has mentioned that Change in shopping behaviour in urban India over the past few years with consumer looking for convenience.

Maralinga and Kumar in the year, (2020) Stated that from the early 1990s on, clients' loyalty has come to be a key concept again associated with many others counting satisfaction, promise, trust, documentation and the association with or boldness toward the make. Mark in the year, (2021) Is a basic principle of brand management

and of marketing more generally? This principle is as important today as it has ever been. But consumers aren't a fixed target. Dutta in the year, (2022) Has expressed that a brand is a perceptual reality for the consumers

### **RESEARCH OBJECTIVE**

The main research objective for the paper:

1. To evaluate brand awareness.
2. To examine how consumers, perceive a brand.
3. To research consumer preferences and behaviour towards products.
4. To examine consumer brand loyalty.

### **RESEARCH METHODOLOGY**

This study is a unique strategies or techniques used to identify, choose, processes and analyse information approximately a subject. In a research paper, the technique section permits the reader to significantly examine a look at overall logic and responsibility.

Types of data used for research:

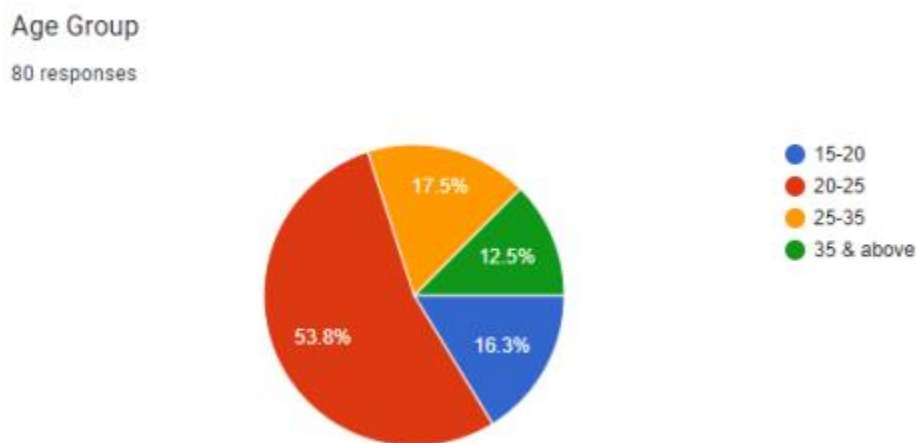
Generally, two types of data collection method are used:

- Primary data – Primary data is the data which is collected for the first time. It is raw data and they are mostly collected through sample survey.
- Secondary data – Secondary data is the data that already collected by someone else for the other purpose secondary data may not be accurate for your project but it helps to collect the information.

### **DATA ANALYSIS**

Data analysis and clarification is the processes of assigning meaning to collected information and determining the conclusion, meaning and significance of the result. It refers to the execution of a data review processes to reach correct conclusions. The interpretation of the data gives meaning to the analysed information and determines its meaning and importance.

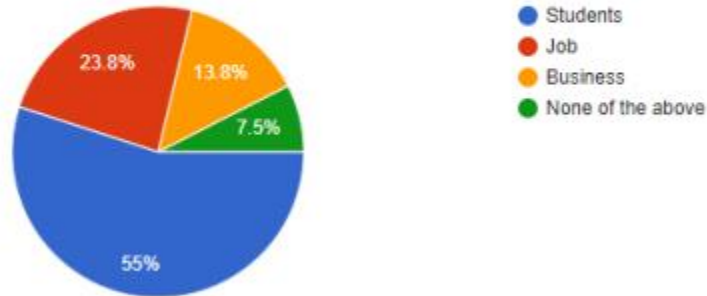
The analysis for the data collected is presented as under-



The above shows the age factor that how customer buy their products according to their age and what they truly want from the company. This pie chart shows the 80 responses that 20-25 age customer mostly buy the products and much more known about the FMCG products.

Occupation?

80 responses



In this question you can see that most of the consumer are student and some are doing business and job. So, it shows different category of people different mind-set of needs and supply in the market for the product.

How frequently do you purchase FMCG products of the company?

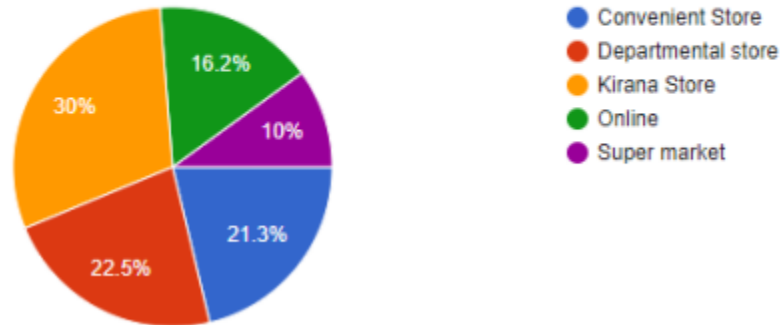
80 responses



In the above pie chart, it shows how a customer buy the product according to their need. Because we all know that some people buy very frequently some buy occasionally and some buy rarely so all it depends up consumption of the product on their family.

Which of the following format you prefer to make purchase?

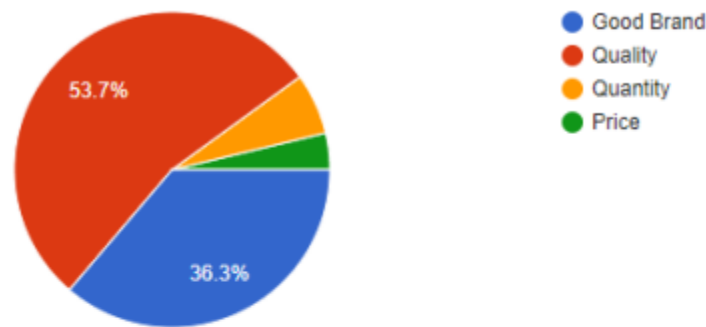
80 responses



Now a day's customers prefer so many options as per their convenience.

What are the main factors if you buy FMCG food products?

80 responses



Above pie chart shows the good brand, price, quality, quantity and the answers in the pie chart shows that different consumer has different perception according to their thought?

36.3% customer are attracted to good brands, 3.7% of customer are seeking for the price, 53.7% of customer seeking for the quality and last 6.3% of customer seeking for the good quantity of the product

### **CONCLUSION**

Consumers tend to prefer and trust well-established brands over lesser-known ones. Brand recognition plays a significant role in influencing purchase decisions, as consumers associate established brands with reliability, quality, and consistency. Packaging design and presentation have a considerable impact on consumer perception. Attractive and informative packaging is more likely to catch consumers' attention and positively influence their perception of the product's quality and value. Consumers highly value product quality and performance. Positive experiences with a product are likely to lead to repeat purchases and word-of-mouth recommendations, while negative experiences may deter potential customers. There is a growing trend of consumers seeking healthier and more environmentally friendly FMCG products. Brands that emphasize sustainable practices and offer healthier alternatives may gain a competitive edge in the market. Influencer marketing can be an effective strategy for FMCG products. Consumers are influenced by the opinions and recommendations of influencers they trust, leading to increased product awareness and potential sales.

Consumer perception for FMCG products is a multi-faceted process influenced by various factors such as brand reputation, product quality, packaging, price, word of mouth, health and environmental considerations, convenience, advertising, and cultural influences. Understanding and catering to these factors can significantly impact the success of FMCG products in the market. Continuous efforts to meet consumer expectations and adapt to changing preferences are essential for FMCG companies to maintain a competitive edge and achieve long-term success.

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