

# The Buying Behaviour of Customer towards Fast Moving Consumer Goods (A Case Study of Selected Personal Care Products in Krishna District of Andhra Pradesh State)

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**Abstract:** Fast Moving Consumer Goods (FMCGs) constitute a major part of consumer's budget in all countries. India is no exception to this. The Buying Behaviour of consumer plays an important role in marketing of Fast Moving Consumer Goods. Keeping in view the frame of references the present paper is an attempt to study the factors affecting the Consumer Buying Behaviour towards selected Personal Care Products. Because, of these factors, the FMCG market in India is expected to grow from US\$30 billion in 2011 to US\$74 billion in 2018. Hence, the buying behaviour of consumer has become a good topic for discussion. For this study the primary data has collected from 150 respondents of Krishna District with structured questionnaires. The secondary data has been collected from various Journals, Books Articles and Websites. In this regards Quality, TV and Brand loyalty are the powerful factors to influence the consumer buying behaviour. Television is the most powerful tool for spreading the information of brands to the consumers.

**Keywords:** Personal Care Products, FMCG, Consumer Buying Behaviour, Television, Consumers.

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## I. INTRODUCTION TO CONCEPTUAL FRAME WORK

Consumer is the person who consumes the goods & services of the product. The purpose of marketing is to meet and satisfy targeted Consumer needs and wants. The modern marketing concept makes customers the centre stage of organisation efforts. The focus, within the marketing concepts, is to reach target and largest customer's sets ball rolling for analysing each of the conditions of the target market. 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 it is not just the buying of goods or services that receives attention in consumer behaviour, but the process starts much before the goods have been acquired or bought. The study Consumer Buying Behaviour is the study of how individuals make decisions to spend their available resources (time, , money) on consumption related item. It includes the study of what they buy it, where they buy it, how they buy it and how frequently they use it. It is important to know how consumer reacts towards different products. Buying behaviour involves a complicated series of stimulus and response.

Fast Moving Consumer Goods (FMCG) are popularly known as Consumer Packaged Goods. Items in this category include all consumables, people buy at regular intervals. The most common Personal Care Products are Shampoos, Hair oil, Bathing soaps, Toothpaste, Cosmetics etc. These items are meant for daily of frequent consumption<sup>3</sup>.

Top 10 Companies of FMCG sector in India according to their Revenues and Incomes.

1. Indian Tobacco Company (ITC)
  2. Hindustan Unilever Ltd. (HUL)
  3. Britannia Industries Ltd.
  4. Nestle India
  5. Dabur India Ltd.
  6. Marico Ltd.
  7. Patanjali Ayurved
  8. Godrej Consumer Products Ltd.(GCPL)
  9. GlaxoSmithLine
  10. Colgate-Palmolive Ltd.
- (Source: Wikipedia)

### **Objectives of the Study**

The main objective of the study is that, which factors influencing on consumer buying behaviour towards selected Personal Care Products in Krishna District and following are the sub objectives of the study.

1. To present the Demographic and Socio economic profile of the Sample Respondants of Nizamabad District.
2. To study the consumer brand preference towards Personal Care Products in Nizamabad District.
3. To analyse the factors, this influenced the consumer buying behaviour towards Personal Care Products in Nizamabad District.
4. To know the level of satisfaction towards Personal Care Products in Nizamabad District.

## **II. RESEARCH METHODOLOGY**

The present study was undertaken to understand the buying behaviour of the consumers towards selected Personal Care Products and to know the factors which influences the buying behaviour and how these factors play an important role in buying decision. The data required for the study were collected from the sample respondents of Krishna District of Andhra Pradesh state by personal interview method using well structured questionnaire. The total sample selected 150 which influenced the urban and rural consumers. The major information was collected from primary data and secondary sources of information were collected from various books, records, annual reports, other publications and websites wherever required. The data gathered has been processed and tabulated by using M.S.Excel software and in part manually. Simple statistical tools have been used for analyse the data.

### **Need for the Study**

The Personal Care Products in FMCG sector shows tremendous growth in last few years compares to other sectors, investors to make their investment in this sector only. However there is high growth tendency for Personal Care Products in FMCG sector, it face some difficulties in achieving their goals. Hence, the purpose of this study is to identify the force that influences on consumer shopping pattern particularly in Krishna District.

### **Sampling Design**

For this study Convenient Sampling method was used. This study conducted in various places in Krishna District and as the population is very high the researcher couldn't conduct a census study, due to time constraint Convenient Sample was followed.

## **III. REVIEW OF LITERATURE**

The study focused on gaining insight in to the influence of various factors on the purchase behaviour of rural consumers. The factors included were related to the personal care brands and rural consumers. The study did not consider about the influence of advertising and other promotional factors. From the study it is evident that quality of personal care brands are given more emphasis and the difference in educational level of respondents is significant in case of certain factors namely quality, nearness to selling point and retailer. With increased education the rational thinking of rural consumers is improved and impulse the buying is reduced. They make more rational decisions even though they belong to the rural regions. Income had a significant difference across marital status and gender respondents in influencing their purchase decision. Majority of the consumers do not bother visiting towns to purchase good quality brands of personal care products. Further, the marketers must constantly monitor the rural consumer purchase behaviour through local retailers and seek their assistance in curbing fake brands<sup>4</sup>.

As indicated by this research, Indian consumers and shoppers in the hair care market experience influence from various factors. These sources of influence, if properly managed by the marketers of hair care products, act as facilitators for sellers during the marketing and selling process. For instance, brand that have been in the market since long, such as HUL and P&G, can leverage the trust worthiness of their lineage to affect the buyers behaviour at the time of decision making and purchase. Similarly, parameters such as quality can be stressed upon in marketing communications and testimonials on social platforms to positively the consumers buying behaviour .

Any nation economic development is based on those Nations natural resources, efficient human resources and appropriate utilization of such resources. There is no doubt about it that rural market has high potential for introducing new non-durable products for new entrants in the rural markets. At last, it can be suggested to all the marketers "Go Rural" because there is lot potential for marketing of products .

It is observed that rural buyers perceived that TV commercials followed by print advertisements and word of mouth plays a significant role for taking the decision to purchase these FMCGs. Further, they consider their own experience, display at shops, incentive schemes for the purchase of these FMCGs, where they do not fully agree that advice of beautician influences their decision towards the purchase of these FMCGs. Therefore,

it may be recommended that the producers or marketers should frame ethical advertising strategies keeping in mind that rural people are fond of electronic and print media advertisements .

**Table: 1** Demographic and Socio-Economic profile of the sample Respondents

Profile		Frequency	Percentages
Age	Below 20 years	45	30
	21 to 40 years	66	44
	41-60 years	30	20
	61 and Above	09	06
	<b>TOTAL</b>	<b>150</b>	<b>100</b>
Marital Status	Un-Married	51	34
	Married	99	66
	<b>TOTAL</b>	<b>150</b>	<b>100</b>
Social Category	OC	33	22
	BC	72	48
	SC	27	18
	ST	18	12
	<b>TOTAL</b>	<b>150</b>	<b>100</b>
Income	LIG	48	32
	MIG	69	46
	HIG	33	22
	<b>TOTAL</b>	<b>150</b>	<b>100</b>
Education	Illiterate	12	08
	School level	42	28
	Inter	09	06
	Under Graduation	51	34
	Post Graduation	21	14
	Others	15	10
<b>TOTAL</b>	<b>150</b>	<b>100</b>	
Occupation	Agriculture	22	15
	Labour	15	10
	Employee	50	33
	Business	29	19
	Students	19	13
	Others	15	10
<b>TOTAL</b>	<b>150</b>	<b>100</b>	

(Source: Primary Data)

Demographic & Socio- Economic profile of the sample respondents are presented in the above table-1, it is inferred that among the 150 respondents 66 percent Married and remaining 34 percent Un-married. An attempt has also been made on the basis of consumer age group 44 percent respondents from 21 to 40age group and followed by below 20 years age group stands at 30percentage 41 to 60 years and 61& above age group are 20&06 percents only. It reflecting up to 40 years age group i.e. 74 percent is using the personal care products. Most of the sample respondents belong to BC category representing 48 percent followed by OC members standing at 22 percent. SC&ST category representation stands at only 18 and 12 percent respectively. It can be inferred that OBC category dominates the composition of overall consumers in district. Among the total respondents 46 percent are drawn from Middle Income Groups (MIG) and 32 percent representing Lower Income Groups (LIG), where as Higher Income Groups (HIG) stood at 22 percent. The participation of the consumers including MIGs and LIGs represents near about 78 percent and it is reflecting only MIGs and LIGs peoples are more when compare with HIGs in the district. On the basis of their education levels about 34 percent of the sample respondents had completed Under Graduation and 28 percent had completed Secondary Education, Post Graduation and others are representing at 14&10 percent. Only 8 percent were Illiterates. About 32 percent of sample respondents were representing as Employees in both private as well as public sectors, 20 percent belongs to Business and 15 percent stands for Agriculture, 13 percent indicates as Students. Both Labour and others are jointly representing 12 and 10 percent respectively. It can be said the consumers were engage.

**Table-2: Brands used for Personal Care Products**

Personal Care Products	Name of the brand	Frequency	Percentage
Shampoo	Clinic plus	21	14
	Sunsilk	27	18
	Pantene	15	10
	Head&Shoulder	27	18
	Vatika	12	08
	Meera	21	14
	Chik	06	04
	Pathanjali	15	10
	Others	03	02
	<b>TOTAL</b>	<b>150</b>	<b>100</b>
Hair Oil	Parachute	72	48
	Vatika	18	12
	Ashwini	15	10
	Samvridhi	00	00
	Meera	15	10
	Navaratna	06	04
	SESA	05	03
	Pathanjali	15	10
	Others	04	03
	<b>TOTAL</b>	<b>150</b>	<b>100</b>
Tooth paste	Colgate	57	38
	Close-Up	45	30
	Pepsodent	15	10
	Anchor	06	04
	Neem	03	02
	Promise	03	02
	Vicco	03	02
	Pathanjali	18	12
	<b>TOTAL</b>	<b>150</b>	<b>100</b>
Personal Care Products	Name of the brand	Frequency	Percentage
Bathing soap	Santoor	42	28
	Cinthol	36	25
	Medimix	8	05
	Lifebouy	09	06
	Lux	17	11
	Rexona	18	12
	Mysore Sandal	04	02
	Pathanjali	15	10
	Others	01	01
	<b>TOTAL</b>	<b>150</b>	<b>100</b>
Cosmetics	Lakme	27	18
	L` Oreal Paris	06	04
	Vicco	15	10
	Ponds	45	30
	Fair&Lovely	18	12
	Fair ever	12	08
	Fair & Handsome	12	08
	Pathanjali	06	04
	Others	09	06
	<b>TOTAL</b>	<b>150</b>	<b>100</b>

(Source: Primary data)

In the present study, Personal Care Products are taken as follows, Shampoo, Hair oil, Tooth paste, Bathing soap and Cosmetics. Table-2 presents the details about the brands used by the consumers. Regarding Shampoo, Sunsilk and Head&Shoulder are popular brands used by the respondents; its equal represents at 18 percent and followed by Meera and Clinicplus stands at equal 14 percent. It is clear that Pantene and Pathanjali are sharing equally represents each 10 percent, Chik and other shampoos are are represents at 4 and 2 percent respectively. It can be said that, Sunsilk and Head&Shoulder are popular brands in the FMCG market because, of their extensive and effective advertisements. From the same table Chik shampoo is not well in the minds of the consumers. In case of Hair oil, Parachute is very popular brand used by the consumers represents 48 percent followed by Vatika stands at 12 percent. Ashwini, Meera and Pathanjali are sharing equally represents each 10 percent. SESA and other Hair oils are represents equally at 3 percent. Samvridhi brand is not used by single respondent. Colgate tooth paste is a popular brand represents 38 percent and followedby Close-up stands at 30 percent, Pathanjali and Pepsodent represents 12 and 10 percent respectively Colgate is popular brand because of strong brand loyalty due to effective advertisements. In case of Bathing soap, Santoor is a powerfull brand used

by the consumer's represents 28 percent and followed by Cinthol stands at 25 percent and next followed brand Rexona stands at 12 percent, Lux and Pathanjali equally represents each at 10 percent. Santoor is very powerful brand due to effective advertisements.

In view of the Cosmetics, Ponds is a popular brand in the minds of consumers represents at 30 percent and followed by Lakme stands at 18 percent. All the consumers are using popular brands in the Cosmetics. By and large all the consumers prefer branded products for their frequent use; this may be due to increasing literacy levels and communication technologies in the district.

**Table-3:** Factors influenced on buying behaviour of sample respondents towards Personal Care Products

Factors	High influenced	Moderate influenced	Low influenced
Culture	30(20)	63(42)	57(38)
Quantity	51(34)	75(50)	24(16)
Price	75(50)	48(32)	27(18)
Trial	63(42)	81(54)	06(04)
Reference Group	73(49)	65(43)	12(08)
Brands	120(80)	21(14)	09(6)
Television	132(88)	15(10)	03(02)
News Paper	102(68)	42(28)	06(04)
Display at shop	52(35)	72(48)	26(17)
Word	82(55)	48(32)	20(13)
Incentives schemes	90(60)	45(30)	15(10)
Age	72(48)	49(33)	29(19)
Family	72(48)	72(48)	06(04)
Income	93(62)	42(28)	15(10)
Quality	123(82)	25(17)	02(01)
Labelling	72(48)	45(30)	33(22)
Package	67(45)	53(35)	30(20)

(Source: Primary data, and figures in brackets shows percentages)

In the above table-3, Television is the most powerful factor influenced the consumer buying behaviour with represents at 88 percent and followed by Quality and Brand loyalty stands at 82 & 80 percent respectively, next powerful factors are Income and News paper which represents at 68 & 62 percent. In case of Culture is the lowest influence factor at 38 percent and followed by Labelling and Age factors at 22 and 19 percent. Thus, a conclusion is possible here that, Television is the most powerful factor which influenced the buying behaviour of consumers and followed by Quality and Brand loyalty factors. New entrants in to the FMCG markets can select the Television to create Brand awareness among the consumers with Quality product.

**Table-4:** Level of Satisfaction towards Personal Care Products

Products	High satisfied	Moderate satisfied	Low satisfied
Shampoo	63(42)	48(32)	39(26)
Hair Oil	102(68)	42(28)	06(04)
Tooth paste	72(48)	57(38)	21(14)
Bathing soap	93(62)	42(28)	15(10)
Cosmetics	67(45)	53(35)	30(20)

(Source: Primary data, and figures in brackets shows percentages)

The above table-4 indicates that, at 68 percent consumer highly satisfied with their used brands of Hair oil and followed Bathing soap at 62 percent, at 20 percent low satisfied with their used brands of Cosmetics and followed by Tooth paste stands at 14 percent.

#### IV. FINDINGS

- OBC category dominates the composition of the overall respondents.
- It reflecting up to the 40 years of age they are much concentrating on personal care products.
- Regarding the brands, Sunsilk and Head & Shoulder in shampoo Parachute in hair oil, Colgate in tooth paste, Santoor in bathing soap and Ponds in cosmetics are more powerful brands in personal care products.
- Because of their extensive and effective advertisement campaigns and all consumers prefer branded products for their frequent use; this may be indication of increasing literacy and improving communication technologies.
- Television is the powerful factor which influenced the buying behaviour of consumers and followed by Quality and Brand loyalty.
- New entrants in the FMCG market can select Television to create brand awareness among the consumer and maintain with Quality product.

- The consumers were high satisfied with their used brands of Hair oil and followed by bathing soap. Low satisfied with their used brands of Cosmetics.

## V. CONCLUSION

The study emphasised on gaining insight into the influence of various factors on the buying behaviour of consumers towards personal care products, it is found that consumers perceived that Television commercials and followed by Quality and Brand loyalty are significant factors which more influences on the consumer buying behaviour even though they are middle income groups and lower income groups. With increased education and below the 40 years age respondents are more using the personal care products. Further, they consider reach the branded products to the final consumers use the print media and incentive schemes. There, it may be recommended that the marketers must constantly monitor the final consumers and to use the electronic media i.e. T.V. print media i.e. news paper to create awareness of their brands among the final consumers with quality products.

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