



AN EMPIRICAL SURVEY ON THE CONSUMABLE AND NON-CONSUMABLE DOMESTIC PRODUCTS USAGE PATTERN WITH SPECIAL REFERENCE TO GUNTUR TOWN

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Abstract

FMCG companies play a pivotal role in our daily lives. From tooth paste, soaps, daily use items etc. FMCG companies have dominated the Indian market and are set to grow further. The FMCG industry has seen some big players but disruption by new players has also changed the Indian scenario.

FMCG product touches every aspect of human life. These products are frequently consumed by all sections of the society and a considerable portion of their income is spent on these goods. Apart from this, the sector is one of the important contributors of the Indian economy. This sector has shown an extraordinary growth over past few years, in fact it has registered growth during recession period also. The future for FMCG sector is very promising due to its inherent capacity and favorable changes in the environment.

There has been a tremendous increase in the usage of domestic products across the Globe and India is no exception. Massive expansion of electronic media, upsurge of social media, proactive responses of the marketers and the behavioral changes of the customers have been observed as the major reasons for the same.

“Share of Voice” by different companies created an environment in which the customers are constantly kept under vigil to change their previous usage pattern, purchase pattern etc., In this scenario, an empirical study has been undertaken in a select market to understand and analyze the usage patterns so as to offer suggestions which may be useful for industry.

Key Words: *FMCG Sector, domestic products, share of voice etc.*

Introduction

Fast moving consumer goods sector plays a key role determinant in GDP of Indian economy. FMCG sector is more lucrative because of low penetration levels, well established distribution network, low operating cost, lower per capita consumption, large consumer base and simple manufacturing processes for most of products resulting in fairly low capital investments.

Fast Moving Consumer Goods are products that are sold quickly and at relatively low cost. These satisfy the elemental and day-to-day household needs other than grocery, ranging from packaged foodstuff, dairy products, cooking oil, bread, butter, cereals, beverages like tea & coffee, pharmaceuticals, confectionery, biscuits, glassware, stationary items, watches, toiletries, detergents, shampoos, skin care products, cosmetics, toothpaste, dish washing liquid, energy drinks, soft drinks, clothing, furniture and household accessories to electronic goods like cell phones, laptops, computers, digital cameras etc. that are usually categorized as Fast Moving Consumer Electronics (FMCEs).

The industry is highly competitive due to presence of multinational companies, domestic companies and unorganized sector. A major portion of the market is captured by unorganized players selling unbranded



and unpackaged products. More than 50 per cent of the total revenues of FMCG companies come from products worth Rs 10 or less. This has made the proliferation of localized brands which are offered in loose form in small towns and rural part where brand awareness is low. In last 10 years domestic players are giving tough competition to multinationals; in fact, they have outstripped many MNCs in growth and market cap.

Literature Review

Of late there has been some special research on rural arts and culture linking it with the business environment in which the rural markets operate. Hence initially few reviews focus on rural culture from a perspective of understanding marketing dynamics of rural economy –

- 1) Johnson, et.al (2019) stated that this review of the scholarly and applied literature was undertaken with 2 goals: • To recognize what is known about arts and culture, innovation, creativity, and entrepreneurship in rural areas, and how these concepts work distinctively in rural and urban areas, and • To recognize issues that is not known about these concepts in rural settings and to help build up a powerful research agenda for the future.
- 2) Wojan and Nichols (2018) reported the results of an analysis utilizing a new and novel data source, the 2014 Rural Establishment Innovation Survey (REIS), which created unique data on the role of innovation & design orientation of rural businesses. The investigation looked for correlations between arts in the community, the degree to which design was coordinated into the production processes of firms, and the economic performance of the region. The researchers discovered tantalizing support for the hypothesis that “the local arts scene is emphatically connected with design orientation.” They additionally found an association between locations with more design-oriented firms and higher paces of job growth and wage increments. More research is expected to affirm causality and to better comprehend the underlying procedures included.
- 3) Jain and Sharma, (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. FMCG’s give ample opportunity to the marketer to give choices and comparative advantage to the consumers as well as their own venture.

Objective

1. To understand the usage pattern of domestic products in 5 different categories.
2. To analyze the preferential aspects between different origins like Local/State/National and Multinational.
3. To offer pertinent suggestions and findings.

Data Analysis

1. Oral Care

Oral Care information is collected under the following heads

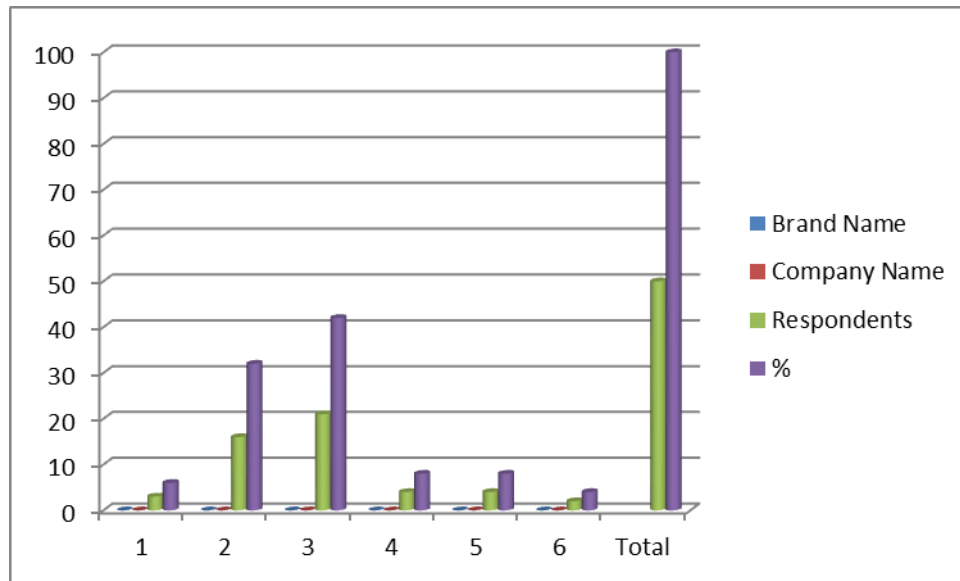
- I. Tooth Paste
- II. Tooth Brush
- III. Mouth Fresheners

I. Tooth Paste

The following is the information collected from different respondents which are furnished below in the table.



S.No	Brand Name	Company Name	Origin	Respondents	%
1.	Patanjali	Patanjali Ayurved Ltd	National	3	6
2.	Dabur Red	Dabur Company	National	16	32
3.	Colgate	Palmolive	Multi-National	21	42
4.	Close up	Unilever	Multi-National	4	8
5.	Pepsodent	Hindustan Unilever	Multi-National	4	8
6.	Meswak	Dabur Company	National	2	4
Total				50	100

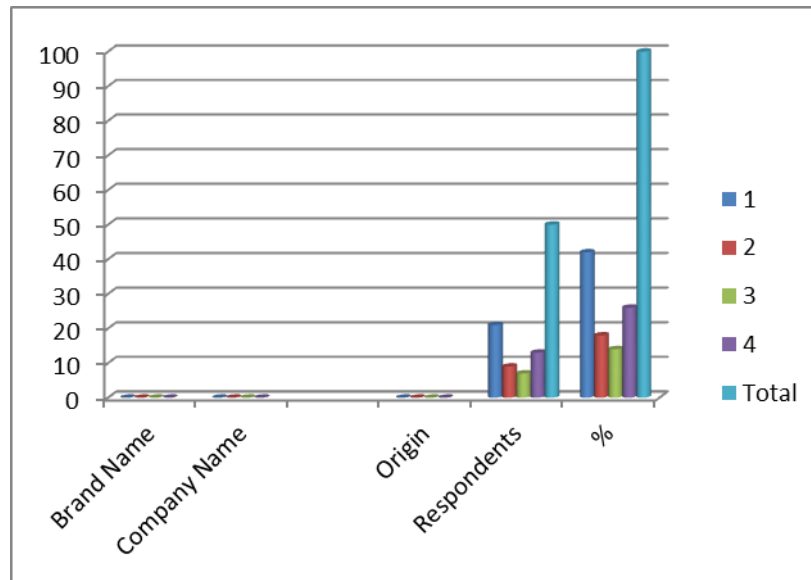


The analysis of the above table reveals interpret that maximum number of respondents are using Colgate with 42%, Dabur Red are using 32% and Meswak brand are using by 4%. With the above chart it also indicates that Indian companies are having a share of 42% whereas multi-National companies are holding the share of 58%.

II. Tooth Brush

Information about usage patterns of toothpaste is presented below.

S.No	Brand Name	Company Name	Origin	Respondents	%
1	Oral-B	P&G	Multi -National	21	42
2	Sensodyne	GSK Consumer Health care	Multi -National	9	18
3	Colgate	Palmolive	Multi -National	7	14
4	Ajay	Ajay Care	National	13	26
Total				50	100

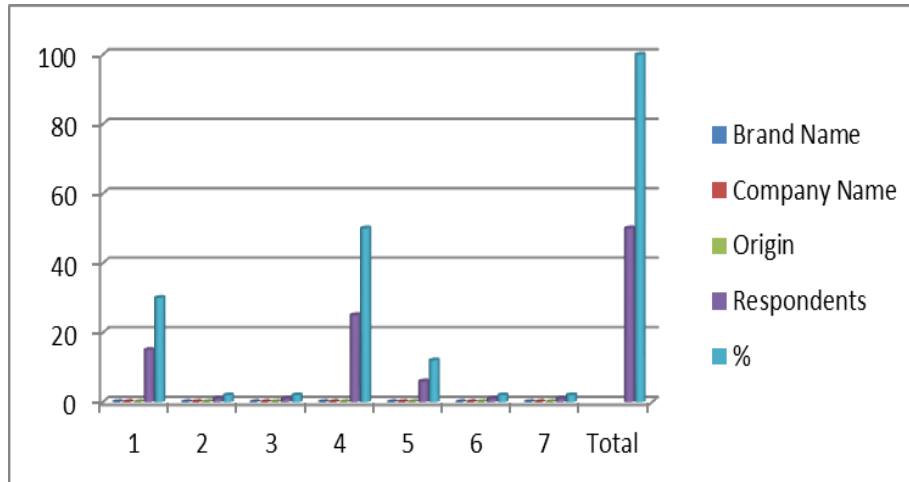


According to the data of the above that most of the respondents are using Oral-B tooth brush with 42% followed by Ajay Care with 26% and few respondents are using Colgate with 7%.74% of market share usage of Tooth Brush in Guntur occupied by Multi-National Companies and rest of the 26% market share is occupied by Ajay Care National Company.

III. Mouth Fresheners

Information about usage patterns of Mouth Fresheners is presented below.

S. No	Brand Name	Company Name	Origin	Respondents	%
1.	Centre Fresh	Perfetti van mile Indian pvt	National	15	30
2.	Perils	Indian pvt	National	1	2
3.	Colgate Mouth Freshener	Palmolive	Multi-National	1	2
4.	Crane	Crane	Local	25	50
5.	Robo	Indian Pvt	National	6	12
6.	Sakthi	Indian Pvt	National	1	2
7.	Polo	Nestle	Multi National	1	2
Total				50	100



The above table clearly indicates that 50% of respondents are using crane product which falls under local market followed by center fresh with 30% and rest of the respondents are using Robo, Shakti and so on with 12% and 2% etc., It comes to know that Market Share of the Mouth Fresheners are occupied by Indian Companies i.e., Local and National Companies with 90% and above.

7. Electronics

Electronic gadgets/ devices are playing a prominent role in day-to-day life, these products are help to communicate with one person to another person from one place to another place which saves our time and money and some home appliances are helps to make our job easy.

The electronic data is going to fall in the below table with different types of electronic products.

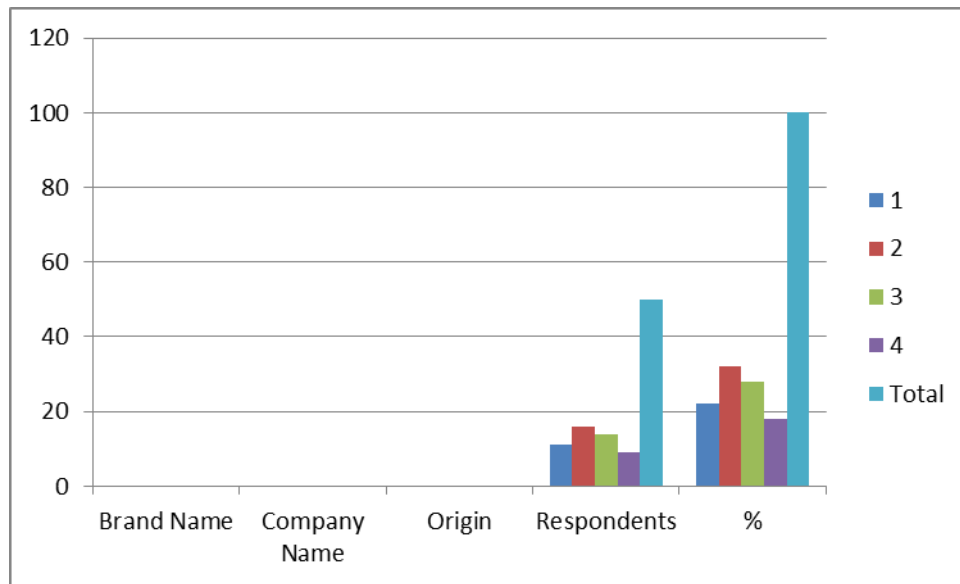
- I. Mobiles
- II. AC
- III. TV
- IV. Refrigerator
- V. Washing Machine
- VI. Watches
- VII. Laptop
- VIII. Gaesser

I. Mobile

Mobile Phone usage is increasing day by day in all the age groups. With the help of this product we can click photos, record voice and videos, we can make and receive calls, and also there is option called internet it keeps to connect with external society with the help of social media we can access each and every thing with the help of this product.

The Following is the data related to Mobile Phones

S.No	Brand Name	Company Name	Origin	Respondents	%
1	MI	Xiaomi	Multi National	11	22
2	Samsung	Samsung Electronics	Multi National	16	32
3	Realme	Oppo	Multi National	14	28
4	Vivo	Oppo	Multi National	9	18
Total				50	100

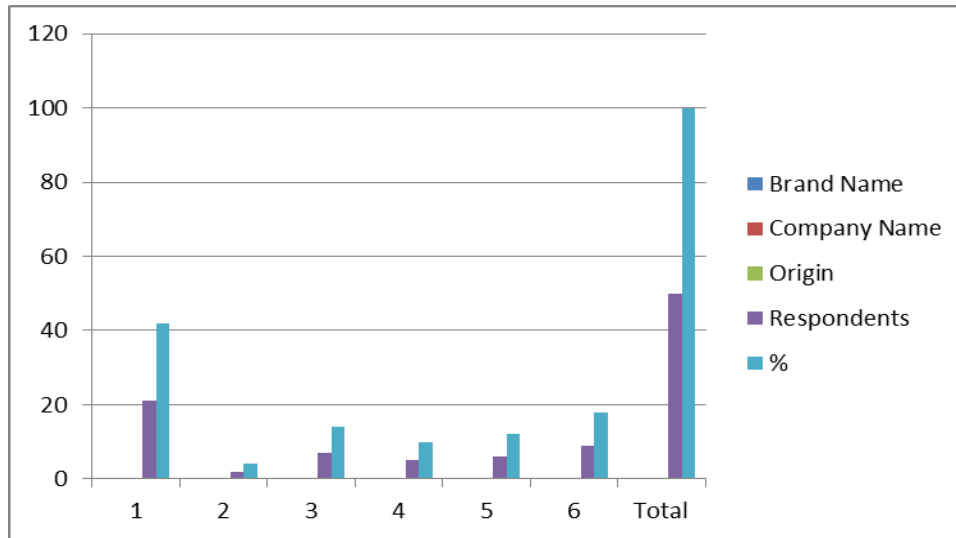


II AC

AC helps to cool down the area and it removes heat from that area to another area. With the help of this electronic product body temperature will also reduce.

The AC data falls under the following data

S.No	Brand Name	Company Name	Origin	Respondents	%
1	Panasonic	Panasonic Electronics	Multi National	21	42
2	Godrej	Godrej Boyce	National	2	4
3	LG	LG Electronics	Multi National	7	14
4	Voltas	Tata Group	National	5	10
5	Hitachi	Hitachi Global Life Solutions, Inc.	Multi National	6	12
6	Deakin	Daikin Industries Ltd	Multi National	9	18
Total				50	100

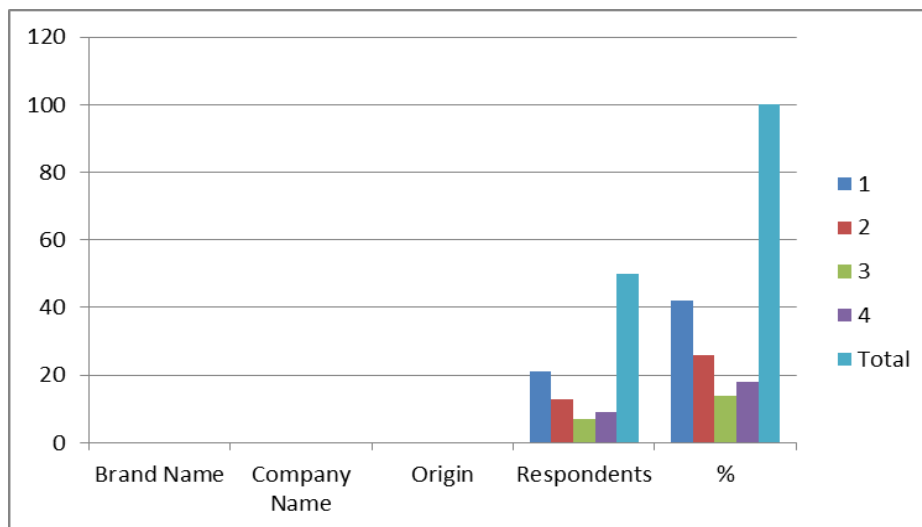


II. TV:

This product helps to watch number of channels like cinemas, music, adventures, sports, news etc., it keeps us posting the news and also entertain people.

The following is the data related to TV

S.No	Brand Name	Company Name	Origin	Respondents	%
1	Samsung	Samsung Electronics	Multi National	21	42
2	LG	LG Electronics	Multi National	13	26
3	Sony	Sony Corporation	Multi National	7	14
4	TCL	TCL Electronic Holding Limited	National	9	18
Total				50	100

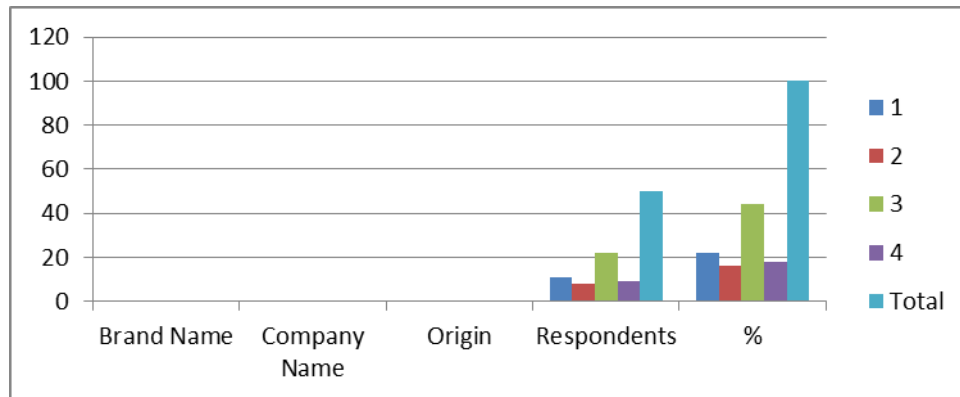




III. Refrigerator

This product helps to store food and keep it hygienic and fresh for long time.

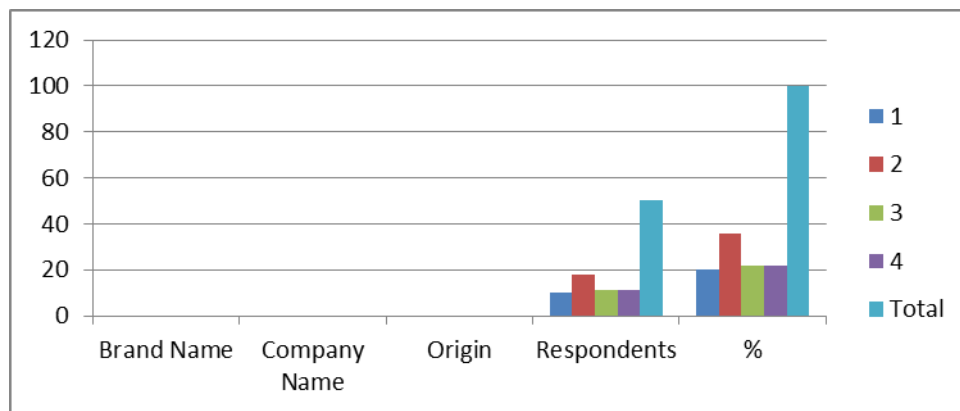
S.No	Brand Name	Company Name	Origin	Respondents	%
1	Sony	Sony Electronics	Multi National	11	22
2	Whirlpool	Whirlpool Electronics		8	16
3	Samsung	Samsung Electronics	Multi National	22	44
4	LG	LG Electronics	Multi National	9	18
Total				50	100



IV. Washing Machine

The below data is related to washing machines using by the respondents.

S. No	Brand Name	Company Name	Origin	Respondents	%
1	LG	LG Electronics	Multi National	10	20
2	Samsung	Samsung Electronics	Multi National	18	36
3	IFB	IFB Industries Ltd	Multi National	11	22
4	HAIER	Haier Group Corporation	Multi National	11	22
Total				50	100

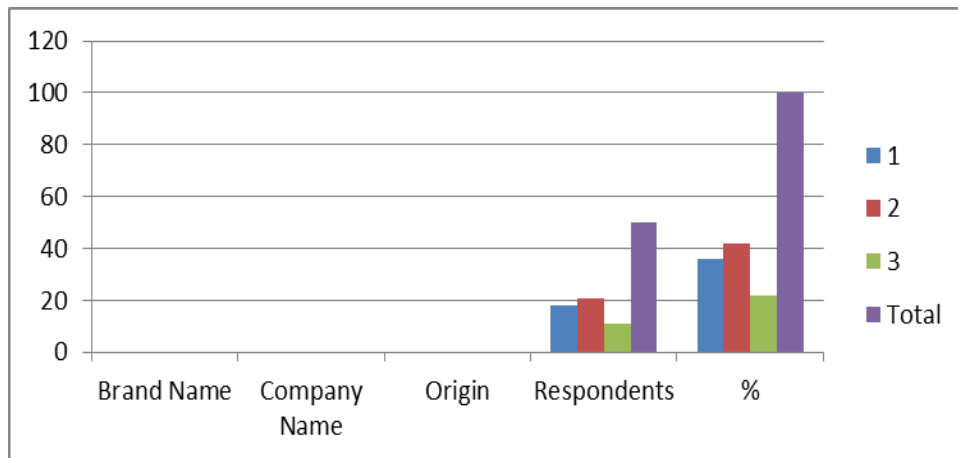




V. Watches

The following data related to watches:

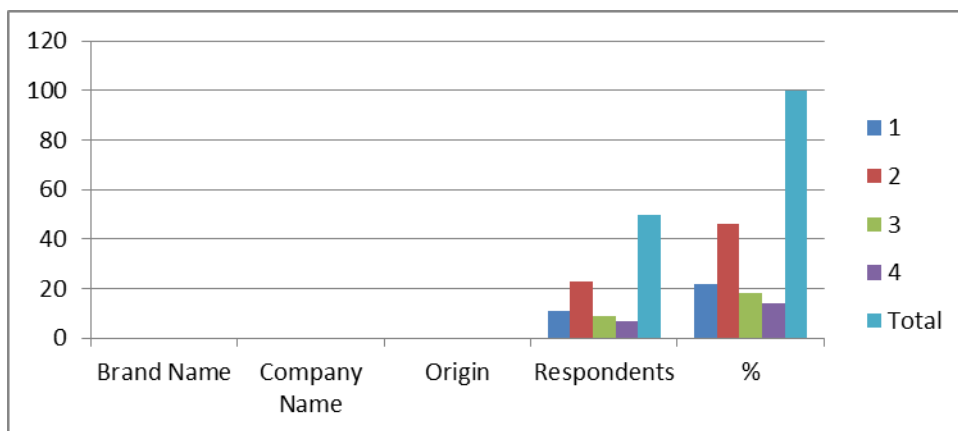
S.No	Brand Name	Company Name	Origin	Respondents	%
1	Boat	Imagine marketing ltd	Multi National	18	36
2	Realme	Oppo	Multi National	21	42
3	Chumbak	Chumbak Design Pvt	National	11	22
Total				50	100



VI. Laptop

The Laptop data is represented with help of table below:

S.No	Brand Name	Company Name	Origin	Respondents	%
1	Dell	Dell Inc	Multi National	11	22
2	HP	Hewlett-Packard Company	Multi National	23	46
3	ThinkPad	Lenovo	Multi National	9	18
4	Lenovo	Lenovo	Multi National	7	14
Total				50	100

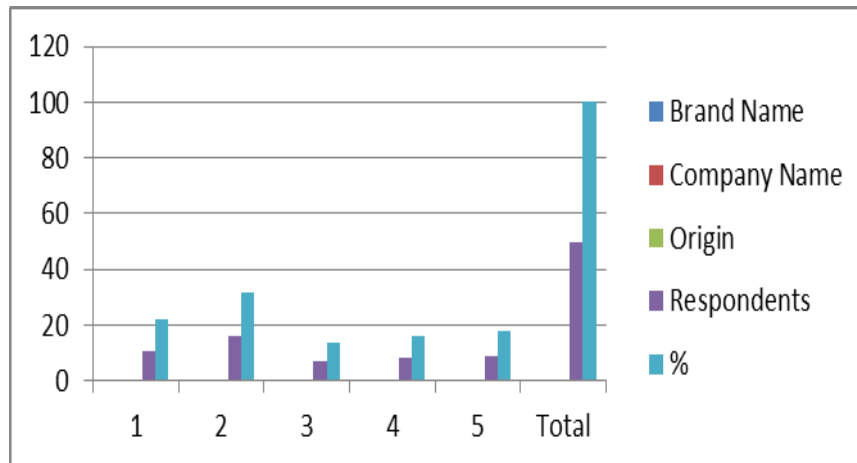




VII. Greaser

The following data is related to usage of Greaser collected by the respondents.

S.No	Brand Name	Company Name	Origin	Respondents	%
1	Racold	Ariston Thermo	National	11	22
2	Bajaj	Bajaj Electronics	National	16	32
3	Crompton	Crompton Greaves Consumer Electricals Limited	National	7	14
4	V-Guard	V-Guard Industries Ltd	National	8	16
5	Havells	Havells India Limited	National	9	18
Total				50	100



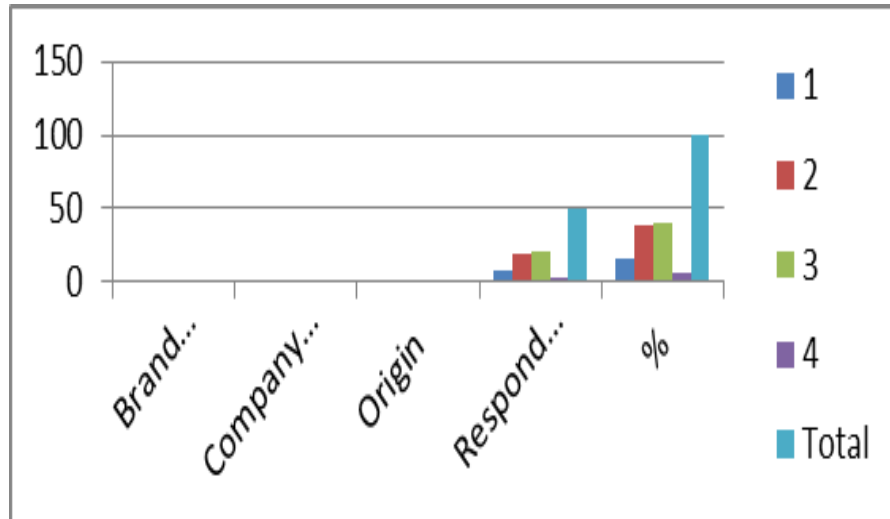
8. Hygiene products

- I. Floor cleaner
- II. Skin Care
- III. Hair Care
- IV. Detergents

I. Floor cleaner

The following is the data related to Floor Cleaner.

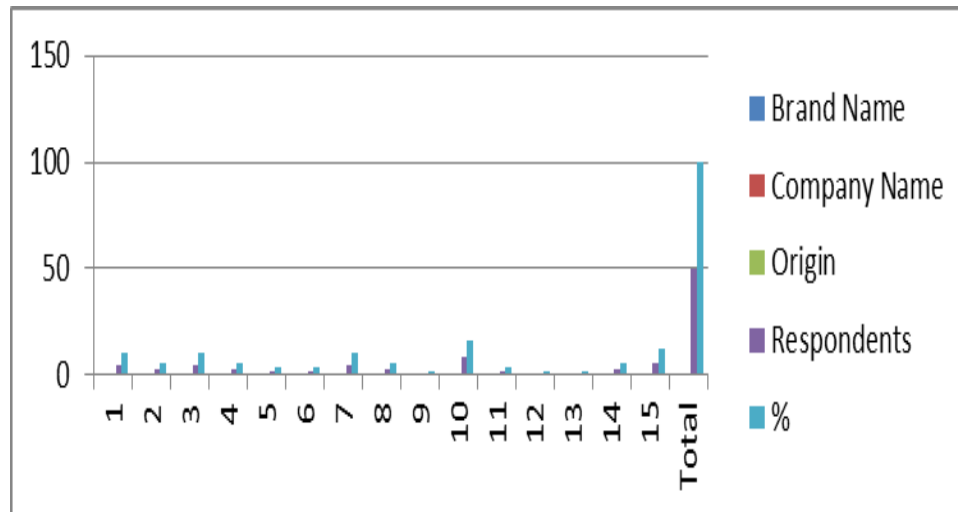
S.No	Brand Name	Company Name	Origin	Respondents	%
1	Dettol	Reckit company	Multi National	8	16
2	Harpic	Reckit&Sons	Multi National	19	38
3	Lizol	Reckitt Benckiser	Multi National	20	40
4	Max Kleen	Wipro Enterprises (P) Ltd	National	3	6
Total				50	100



II. Skin Care

The Skin care data is as follows

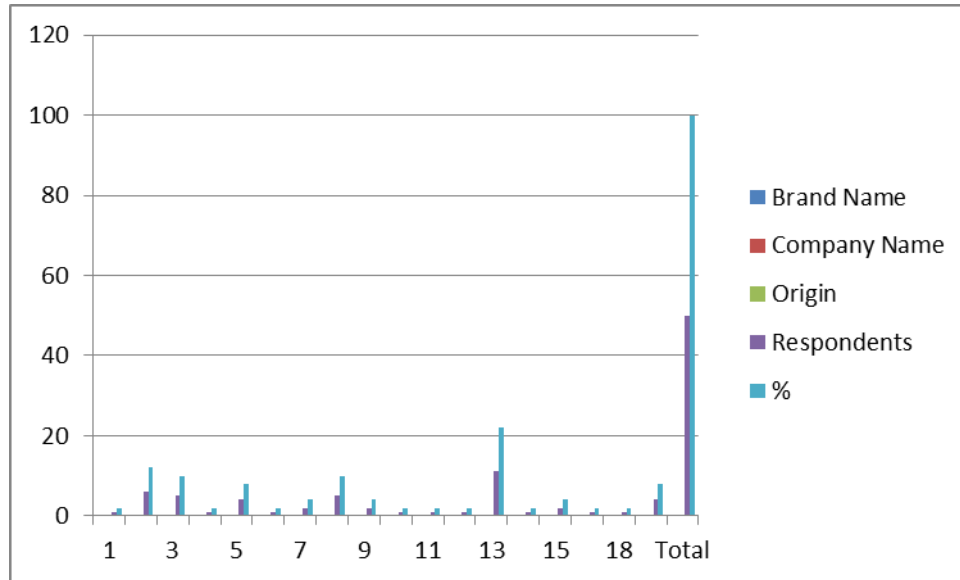
S.No	Brand Name	Company Name	Origin	Respondents	%
1	Himalaya	Himalaya Wellness Company	National	5	10
2	Ponds	Hindustan Unilever	National	3	6
3	Nivea	Belesd of Global	Multi National	5	10
4	Jovees	Jovees Herbal Care India ltd	National	3	6
5	Oshea	Oshea Herbals	National	2	4
6	Nuetrogena	Johnson & Johnson	Multi National	2	4
7	Mysore Sandal	KSDL	National	5	10
8	The Man-Park Avenue	JK Helene Curtis ltd	Multi National	3	6
9	Revlon	Modi Mandi Pharma Beauty Product ltd	Multi National	1	2
10	Santoor	Wipro	National	8	16
11	No.1	Godrej	National	2	4
12	lifebuoy	Hindustan Unilever	National	1	2
13	Medmix	ava cholayil pvt ltd	National	1	2
14	Cinthol	Godrej	National	3	6
15	Pears	Hindustan Unilever	National	6	12
Total				50	100



III. Hair Care

The following is the Hair Care data represented in the form of table

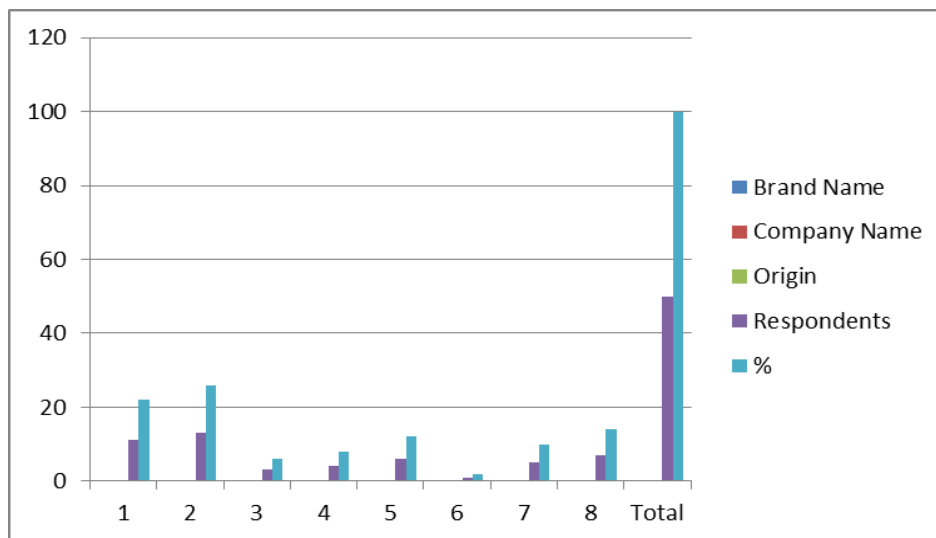
S.No	Brand Name	Company Name	Origin	Respondents	%
1	Redenser Serum	La Pristine Bioceuticals	National	1	2
2	Medimix Shampoo	ava cholayil pvt ltd	National	6	12
3	Clinic Plus	Hindustan Unilever	National	5	10
4	Cinthol Cool	Godrej Consumer Products Ltd	National	1	2
5	SUNSILK	Hindustan uniliver	National	4	8
6	Pantene	Gamble	Multi National	1	2
7	Mama earth	Honasa consumer	National	2	4
8	Meera	cavinkar	National	5	10
9	Dove	Hindustan Unilever	National	2	4
10	Indhulekha	Hindustan Unilever	National	1	2
11	Anti dandruff	jovees	National	1	2
12	Chick shampoo	cavin Kare	National	1	2
13	Parachute	Marico industry	National	11	22
14	Dabar Amla	Dabar amla	National	1	2
15	Dabur Almond oil	prunus amygdalus	National	2	4
17	Biotique	bio Veda action	National	1	2
18	Loreal	global r&i	Multi National	1	2
19	Head &shoulders	P&G	Multi National	4	8
Total				50	100



IV. Detergents

The following is the table related to Detergents:

S.No	Brand Name	Company Name	Origin	Respondents	%
1	Surf Excel	Hindustan Unilever	National	11	22
2	Rin	Hindustan Unilever	National	13	26
3	XXX	XXX	National	3	6
4	Ariel	P&G	Multi National	4	8
5	Tide	P&G	Multi National	6	12
6	Active Wheel	Hindustan Unilever	National	1	2
7	Ghadi	RSPL ltd	National	5	10
8	Henko	Jyoti Labs	National	7	14
Total				50	100





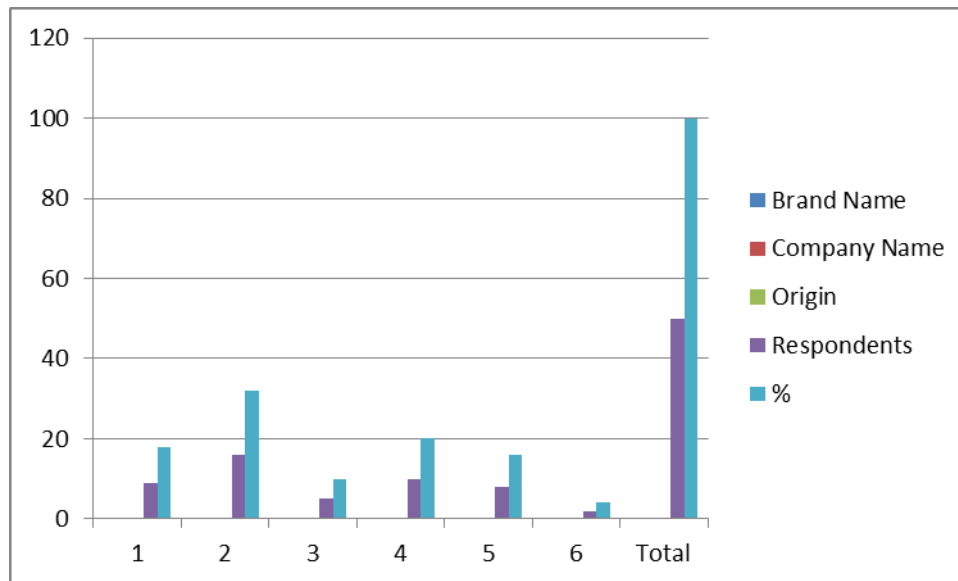
9. Beverages

- I. Tea
- II. Coffee
- III. Soft Drinks

I. Tea

The below table gives us the data related to consumption of the Tea collected from different respondents.

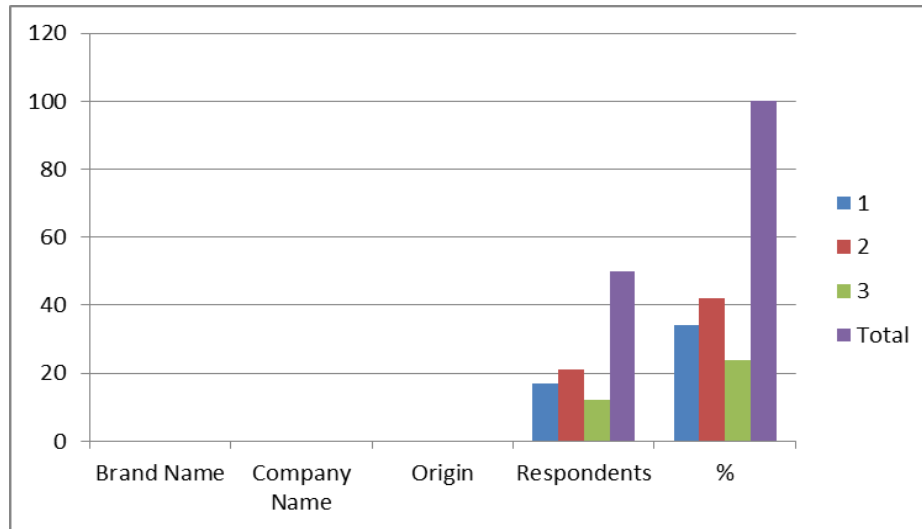
S.No	Brand Name	Company Name	Origin	Respondents	%
1	Tata Tea	Tata Global Beverages	National	9	18
2	Taj Mahal	Unilever	National	16	32
3	Relabel	Brooke Bond		5	10
4	3Roses	Broke Bond 3 Roses	National	10	20
5	Aarambh	Jayshree Tea & Industries Ltd	National	8	16
6	Chakra Gold	Tata Global Beverages	National	2	4
Total				50	100



II. Coffee

The following is the data related to Coffee

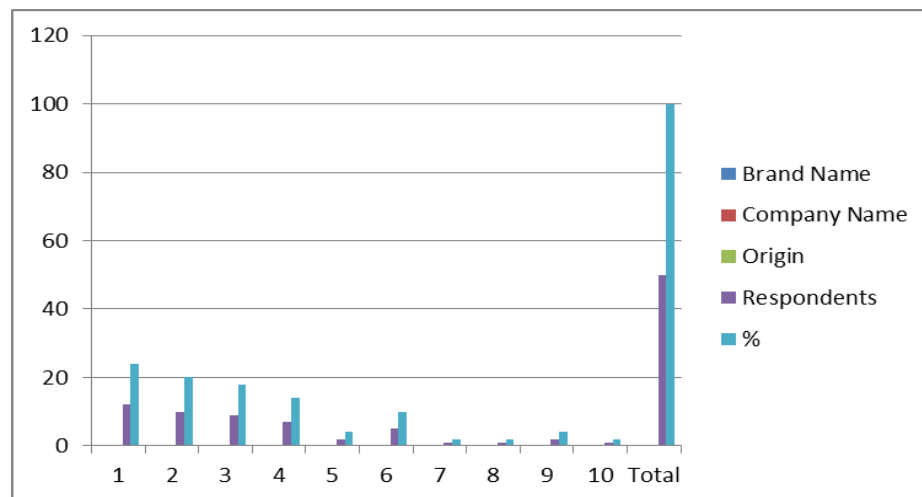
S.No	Brand Name	Company Name	Origin	Respondents	%
1	Bru	Unilever	National	17	34
2	Sunrise	Nescafe	Multi National	21	42
3	Nestle	Nestle	Multi National	12	24
Total				50	100



III. Soft Drinks

The Soft Drinks data is as follows in the form of table

S.No	Brand Name	Company Name	Origin	Respondents	%
1	Thumps Up	Coco-cola	Multi National	12	24
2	Seven Up	Coco-cola	Multi National	10	20
3	Sprite	Coco-cola	Multi National	9	18
4	Maaza	Coco-cola	Multi National	7	14
5	Mountain Dew	Coco-cola	Multi National	2	4
6	Coco-cola	Coco-cola	Multi National	5	10
7	Fizz	Parle	National	1	2
8	Pulpy Orange	Coco-cola	Multi National	1	2
9	Red Bull	Red Bull GmbH	Multi National	2	4
10	Monster	Monster	Multi National	1	2
Total				50	100





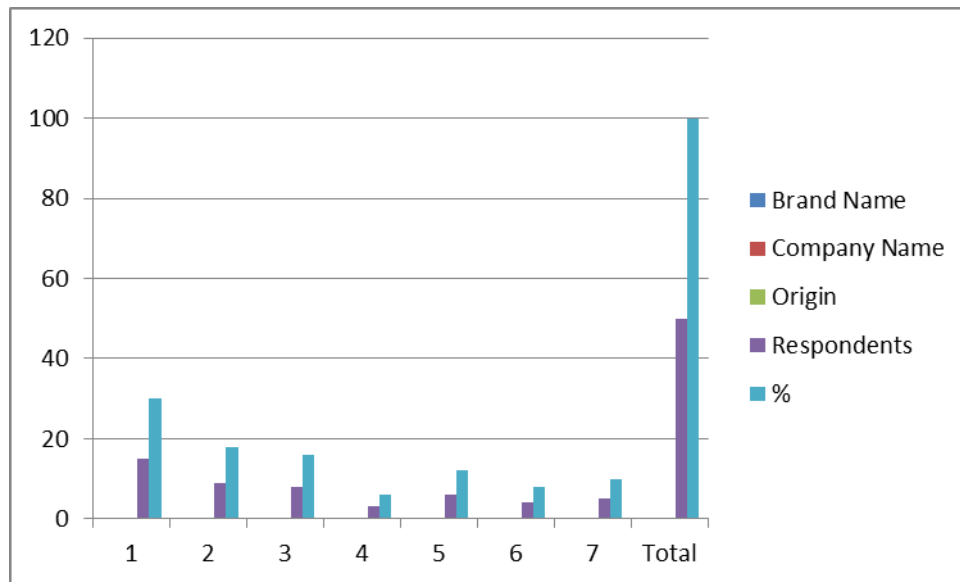
10. Counter Products

All the counter products fall under General Category

General

The following is the data related to General Counter Products which are commonly used in routine life.

S.No	Brand Name	Company Name	Origin	Respondents	%
1	Zandu balm	Emani Limited	National	15	30
2	All Out	Ail Out Pest Control PVT. LTD	Multi National	9	18
3	Tiger balm	Tiger Balm PVT .LTD	Multi National	8	16
4	Sadiron	Piramal Pharma limited	National	3	6
5	Good night	Godrej	National	6	12
6	Odomas	Dabar Odomas company	National	4	8
7	Sleep well	Sheela Group	National	5	10
Total				50	100



Findings

1. Growing awareness, easier access and changing life styles have been the key growth drive for brand consciousness. It is proved in the analysis that 42% of the respondents are using Colgate toothpaste, whereas 32% are using Dabur Red Toothpaste and 4% by ones wale.
2. In the usage of Toothpaste by respondents preference will be given to Multi-National company products say 58%.
3. Analysis with regard to toothbrush brand preference shows that 42% of the respondents prefer Oral-B toothbrush compared to Ajay Care by 26% and Colgate 7%. It indicates that either the quality or long time usage of the brush is attracting move towards Oral-B brush.
4. The study representation towards Mouth refreshers shows that 50% of the respondents of the study area prefer local brand of Crane compared to other brands. It reveals that the local brand crane gives more satisfaction to the customers.
5. The market share with regard to usage of Mobile Phones highlights that 100% of the respondents in the study area are attracted towards Multi National company brands.



6. Out of the total respondents 44% of the respondents have brand preference of Panasonic, followed by 18% & 14% of other companies. It shows that 86% of the market share of Air Conditioners is catches by Multi National Company.
7. In the study area brand preference of TV purchase plays a vital role 82% of the respondents preference is Multi National Company product whereas 18% respondents preferred National Company product.
8. The study relating to preference of Refrigerator shows that 100% of the respondents go for Multi National Company product say Samsung occupied the Pioneer place of 44%.
9. The analysis with regard to washing machine shows that 75% of the respondents in the study area are attracted by the washing machines produced by Multi-National companies due to the features price that pull towards the product only 22% of the respondents preferred Indian products.
10. The study exhibits that 75% of the respondents in the study area shoed their interest to purchase Multi-National companies watches because of the features that attracted the consumers.
11. Consumers are once again developing an appetite for high value packs in FMCG goods, It is revealed by the study 100% of the respondents preferred Multi National company brands.
12. The most common usage product by people in modern life style is greasers. The analysis proved that in FMCG sector 100% of the respondents preference is towards National brands.
13. Due to awareness of sanitizing conditions at home respondents in the study area about 40% preference is towards Lizol brand and 38% Harpic brand both are MNC's.
14. One of the demanding products in FMCG sector is Skin Care products, urbanization and modernization in life style improved awareness towards protecting skin from pollution. The analysis in the study area proved that 88% of the total market is grabbed by MNC's followed by 22% of Domestic companies.
15. Consumers are once again developing an appetite for high value packs in fast moving consumer goods especially Detergent powders. It is proved in the study area by Rin company powder which bagged 26% of market share in MNC's and stood first.
16. Fast moving consumer goods also known as consumer packaged goods, are products that are sold quickly and relatively at a low cost. One of such is the Tea consumption by consumers. In the study area 90% of the market is for Domestic Company products and only 10% is for MNC's product.
17. All sections of society's daily preference is coffee consumption and spending a considerable portion of their income on these goods. The analysis reveals that 34% of the respondents preference is Domestic products, whereas 66% preference go for MNC's product.
18. The data under study reveals that respondents preference goes for 9MNC companies product whereas only 2% preference is to domestic product.
19. The India over the counter drugs market has a greater impact on the market. It is revealed in the study area that 66% of National Companies products overcome the 34% of MNC's product in market.

Conclusion

Fast Moving consumers goods have become an integral part of human life. This sector is recession proof and created huge employment opportunity in India, hence becoming one of the key pillar of the Indian economy. FMCG companies should encash opportunities like increasing consumer income, changing consumer life style, aspiring rural consumer, consistent economic growth by utilizing its strengths.



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