A STUDY ON CONSUMER BEHAVIOUR TOWARDS SELECTED FAST MOVING CONSUMER DURABLE GOODS – AN EMPRICAL STUDY

Dr. P.K.Uma Maheswari
Assistant Professor, Department of Commerce, Kongunadu Arts and Science College, Coimbatore.

Abstract
Fast Moving Consumer Goods (FMCG) sector currently occupies the fourth largest position in the Indian economy. It contributes enormously towards growth and increasing the GDP rate of the nation. This sector deals with durable and non-durable items. In this study certain durable Fast moving consumer electronic goods where taken like mobile phones, television, refrigerators, washing machines, and digital cameras. In India, FMCG product sellers are well-known in promoting their goods to the high class and middleclass households in rural and urban areas. The lifestyles of urban and rural consumers have been changed and it is profitable and feasible market for the manufacturers. The manufacturers of these products have to technique their marketing and promotional strategies entirely for urban and rural consumers.

Introduction
FMCG's electronic items are targeted towards frequent consumption of consumers from the high end to the low end. The consumer's taste and preference has been continuously changing due to the introduction of advance technology in electronic products and through eye catching advertisements. These companies have made 70 percent revenues in our country in the recent past. Most of these groups have been spending 15 percent to 20 percent of their total earnings on promotional activities like advertisement and brand promotion. This study reveals that consumer behavior towards selected products with special reference to electronic goods in Coimbatore District. It helps to know which factors influencing to buy and creating awareness to these electronic goods and the problems faced by the consumer after post purchase. The dependent and independent factors are measured by the researcher to prove the consumer satisfaction and aware of FMCG segments electronic goods in Coimbatore District.

Statement of the Problem
In the last two decades consumer durable goods have rapidly increased their market share. Due to increasing technological developments, consumer buying behavior has been increasing constantly. Consumer behavior is critical to every business in retail industry. Now days, consumer behavior has been changing towards acquiring FMCG repeatedly across the world. It represents an enormous part of the consumer's budget and satisfies different requirements of consumers. Some of the problems exist amoung the consumers after purchase of FMCG products like lack of services, durability, and warranty and so on. Hence, the researcher has taken effort to study the consumer behavior on selected products with special reference to electronic goods in Coimbatore District. It also examines the consumer's awareness level and post purchase behavior of FMCG's electronic goods in market. The present study covers the selected electronic items like mobile phones, television, refrigerator, washing machine and digital camera.

Objectives of the Study
1. To study the awareness level of Fast Moving Consumer Electronic Goods in Coimbatore district.
2. To study the purchase pattern and post purchase behaviour of consumers.
3. To measure the satisfaction level towards Fast Moving Consumer Electronic Goods.
4. To offer suggestions for better services to the consumer.

Scope of the Study
The present study titled "Consumer Behaviour towards Selected Fast Moving Consumers Durable Goods -An Emprical Study" aims to analyze the consumer behaviour and satisfaction regarding selected FMCG electronic goods. It also covers the key factor which influences the consumer to take decisions and determines the preference to buy FMCG electronic goods in Coimbatore District.

Hypotheses
1. There is no relationship between demographic variables and awareness level of FMCG.
2. There is no relationship between demographic variables and level of satisfaction about FMCG electronic goods.
3. No association between reasons for going for FMCG market and its factors.
4. There is no significant difference between the various attributes as far as consumer satisfaction is concerned.

5. There is no relationship between the purchase pattern and post-purchase behaviour towards FMCG goods.
6. There is no influences and changes between post purchase behaviour and demographic factors like age and gender, etc.

Research Methodology
Sources of Data
The present study is based on primary data. The primary data was collected from the respondents through a structured questionnaire. In the present study, the data has reliability of 0.872 and the researcher has used the SPSS 16.0 software for the analysis purpose.

Period of the Study
The field work for the study was conducted during the period between April 2014 to March 2015.

Sampling Techniques
The sampling technique adopted for this study is Convenience sampling method. The respondents of the study consist of consumers of selected FMCG brands. Through convenience sampling method, based on the consumer availability, easy access, volunteering and quickness, 500 questionnaires were distributed across Coimbatore district. The pilot study conducted during January 2014 covered 50 consumers of FMCG electronic products in Coimbatore.

Review of Literature
Mohan and Sequeira (2012) have identifies the "Customer-Based Brand Equity in the Fast Moving Consumer Goods Industry in India". The study has indicated that consumer based brand equity for FMCG consists of four dimensions like brand loyalty and association, perceived quality and awareness of the brand. The brand association was the most important source of brand equity and the brand awareness had the slightest effect in market. This study provides implications for brand managers to manage the brand equity of the Indian FMCG brands as a finding.

Prasanna (2013) has made a research work on "A Study on Consumer Behaviour towards selected Fast Moving Consumer Goods in Chennai City". The data of study had been collected by interview with the respondents with the distribution of questionnaire. This study consist data of 400 consumers at various places in Chennai. This study was started with objectives of examining socio-economic profile analyzing the factors influencing buying behaviour towards selected FMCG products checking the satisfaction of consumers and knowing expectation of the consumers. This study reveals that consumer behaviour is largely affected by marketing strategies influence.

Data Analysis and Interpretation
H1 Demographic Details of the Respondents

Sl. No.	Variable	Classification	Frequency	Percentage
1.	Gender	Male	216	43.2
		Female	284	56.8
2.	Age	Below 25 years	247	49.4
		26-35 years	144	28.8
		36-45 years	59	11.8
		46-55 years	43	8.6
		55 years & above	7	1.4
3.	Education	School Level	153	30.6
		Graduate or Diploma level	144	28.8
		PG Level	94	18.8
		Professionals	70	14.0
		Others	39	7.8
4.	Marital Status	Single	232	46.4
		Married	268	53.6

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IJMSRR
E- ISSN - 2349-6746
ISSN -2349-6738

5.	Occupation	Agriculture	70	14.0
		Self-employed	126	25.2
		Business man	38	7.6
		Housewife	57	11.4
		Govt. employee	50	10.0
		Private Employee	22	4.4
		Student	129	25.8
		Others	8	1.6
6.	Family Monthly Income	Less than Rs.5,000	89	17.8
		Rs.5,001-10,000	217	43.4
		Rs.10,001-15,000	69	13.8
		Rs.15,001-20,000	77	15.4
		Above Rs.20,000	48	9.6
7.	Size of the Family	2 members only	134	26.8
		3-4 members	307	61.4
		5 and above	59	11.8
8.	Nature of Family	Joint	181	36.2
		Nuclear	319	63.8
		Total	**500**	**100.0**

Source: Primary Data

Interpretation

Demographic variables are essential one for the segmentation purpose in marketing research. It includes the respondent gender, age, income, occupation and other personal details of the respondents. Demographics describe a population in terms of its size, distribution, and structure. This structure and segmentation are useful for the marketers and the manufacturers to produce the required products and also to alterations of the products features in market. It is the useful concept to strengthen the nature of consumers and their behavioural aspects towards the FMCG electronic products. The durability and non durability of the products have deep correlation with the nature and characteristic features of the consumers. In particular gender age, educational qualification, marital status, occupation, family monthly income, number of family members and nature of family are essential to ascertain the need for the purchase and behavioural aspects towards the product

H2 Brand-Wise Distribution of Sample Units to Each Type of Fast   Moving Consumer Goods

Sl. No.	Variable	Brand	Frequency	Percentage
1.	**Mobile Phone**	Apple iPhone	69	13.8
		Blackberry	73	14.6
		HTC	9	1.8
		LG	50	10.0
		Micromax	36	7.2
		Nokia	141	28.2
		Samsung	108	21.6
		Sony Ericson	9	1.8
		Any other	5	1.0
2.	**Refrigerator**	Videocon	20	4.0
		Samsung	142	28.4
		LG	195	39.0
		Godrej	31	6.2
		Toshiba	1	.2
		Haier	7	1.4
		Hitachi	35	7.0
		Panasonic	14	2.8
		Voltas	15	3.0
		Whirlpool	25	5.0
		Electrolux	8	1.6
		Bosch	4	.8

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IJMSRR
E- ISSN - 2349-6746
ISSN -2349-6738

		Any other	3	.6
3.	**Television**	Sony	83	16.6
		Hitachi	67	13.4
		Samsung	31	6.2
		LG	117	23.4
		Godrej	7	1.4
		Panasonic	21	4.2
		Videocon	33	6.6
		Onida	65	13.0
		Phillips	16	3.2
		TCL	25	5.0
		Hyundai	7	1.4
		Akai	4	.8
		Benq	1	.2
		Sansui	10	2.0
		Sharp	6	1.2
		BPL	7	1.4
4.	**Washing machine**	Hitachi	4	.8
		Samsung	161	32.2
		LG	161	32.2
		Godrej	9	1.8
		Panasonic	5	1.0
		Whirlpool	65	13.0
		Kelvinator	22	4.4
		Videocon	12	2.4
		Haier	8	1.6
		Onida	41	8.2
		Electrolux	8	1.6
		Any other	4	.8
5.	**Digital Camera**	Sony	117	23.4
		Samsung	115	23.0
		Panasonic	27	5.4
		Canon	41	8.2
		Nikon	47	9.4
		Kodak	27	5.4
		Haier	20	4.0
		Olympus	22	4.4
		Any other	84	16.8
	Total		**500**	**100.00**

Interpretation
The consumers are mostly influenced by attractive advertisements, celebrity endorsements and other attributes of the FMCG electronic goods. The brand knowledge, product knowledge and branding strategies of marketers make them comfortable to materialize their purchase decision dynamically. It leads to the indispensability of brand wise distribution of fast moving consumer electronic goods with respect to the research domain Coimbatore District. This present study presents the brand wise and product wise consumer behavior and consumer awareness in Coimbatore district with 500 sample respondents.

Findings and Suggestions
Findings
The Demographic Details of the Respondents
1. 56.8% of the respondents are Female.
2. 49.4% of the respondents are coming under the age group of below 25.
3. 30.6% of the respondents are completed only their school level education.
4. 53.6% of the respondents are married.

5. 43.4% of the respondents are falling under the category of Rs5000 -10000 monthly incomes.
6. Majority of the respondents are from nuclear families that is 63.8%.

Factor Analysis of Need Recognition
Principal Component Analysis result shows that the impact of twelve variables,

1. To attain prestige and social status (0.669), and
2. People impressed by advertisements (0.654) has possessed high communality value whereas the third variable Low unit price of Fast moving consumer goods (0.295) has acquired least value.
3. It implies that the individual variances of fifteen variables range from 66.9 percent to 29.5 percent respectively.
4. Around 37.40 percent oscillation (66.9 – 29.5) is well established among fifteen variables.

Suggestions

1. Celebrity endorsement of the product can also be given to reach rural consumers to induce the brand knowledge.
2. Introduction of extra services such as quality service backup, user oriented services and EMI services can be enhanced for customer satisfaction.
3. User friendly technology may be adopted in Fast moving consumer durable goods.
4. Customer expectations can be collected to improve their future sales.
5. FMCG sellers can give attention to the problems of the customers.
6. FMCG sellers may offer SMS services, payment remainder services and alert services for customers.
7. Improve brand image with FMCG industry products like speed in action and maintaining transparency in operations, timely repair and support may improve their sales and customer satisfaction.
8. Customer's assurance may provide more confidence to other customers in the business.
9. Companies may introduce the facility of customer grievance redressal system.

Conclusion
Mahatma Gandhi said,

"A customer is the most important visitor on our premises.
He is not dependent on us. We are dependent on him"

Consumers are the king. They are the deciding authority of a firm to fix their market share. So the consumer behaviour should properly analyze. The fast moving consumer durable goods are not exempted for this in any way. So the researcher has selected the topic, **"**Consumer behavior towards selected fast moving consumer durable goods – An empirical study". After analyzing the various factors of consumer behavior the researcher concludes that the fast moving consumer durable goods provide greater satisfaction to the consumer and the consumers are still expecting some more services in future.