



IMPACT OF BUYING BEHAVIOUR ON EFFECTIVENESS OF MODERN MARKETING PRACTICES: A CASE STUDY ON FMCG BUYERS IN GUNTUR AND KRISHNNA DISTRICTS

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Abstract

The study is conducted to understand the buying behaviour of FMCG products in Andhra Pradesh. Through this study the researcher is trying to understand the buyer behaviour on modern marketing practices sales in Guntur and krishnna districts, Andhra Pradesh. The results drawn in the study is purely based on the survey conducted among the shoppers using modern marketing practices i.e. online shopping. On-line shopping allows the shoppers to purchase products from the convenience of their homes by using the online services.

In this context the present study was conducted on on-line shoppers on FMCG products, the purpose of study is to measure the attitudinal differences among the online shoppers of various markets in Guntur and Krishnna districts. A total 123 online shoppers among various markets from two districts with the pilot study. Both primary and secondary data was used to analyze data. Few statistical techniques are also used to provide statistical inferences. After the data was analyzed the conclusions are drawn and suggestions are given to the online marketing companies to improve the effectiveness of modern marketing practices.

Keywords: Modern Marketing practices, FMCG Products, Effectiveness, Buying behaviour.

Introduction

Modern marketing practices are considered to be a very helpful to the buyers in selecting right and suitable products in FMCG markets. It allows customers to enjoy a wide variety of products and items not only from a specific store, but from a diverse storage that includes all kinds of items. Online shopping also provides customers with a good customer service that also occurs online. Purchasing items and products through the Web is a very easy task to do.

Purchasing items and products through modern marketing practices is a very easy task to do. It is now playing a very important role in everybody's life especially elderly people, as well as people with a very busy life schedule. It provides a very comfortable service for its customers, by being able to save the item in the personal shopping bag, and buy it later on.

Research Problem

An extensive investigation of the literature provides numerous studies on the topic of buyer behaviour. However, there are very few studies to access buying behaviour on moern marketing practices like online shopping. Based on investigator personal observation and data collected from secondary sources, many online companies had undergone various surveys to identify buying behaviour on modern marketing practices but results are not up to the expected level and also very few studies were attempted in identifying buying behaviour in Krishnna and Guntur districts.



Nature And Scope of The Study

The nature of the study is descriptive as it attempted to find out the views of buyers who follow the modern marketing practices for purchasing of FMCG products. To study the buyer behaviour various aspects like customer, convince, customer preference and feedback mechanism. The scope of the study is limited to two districts of Coastal Andhra Pradesh viz Guntur and Krishna.

Objectives of the Study

1. To study the impact of buying behaviour on effectiveness of modern marketing practices in FMCG market.
2. To measure the attitudinal differences among the buyers of various FMCG products in identifying the effectiveness. of online purchasing.
3. To offer pertinent suggestions based on the study for the improvement effectiveness of modern marketing practices.

Research Methodology

A brief outline of the methodology for the study is given below

Data Sources

Data sources are primary and secondary. Data relating to attitudes of the online customers of FMCG products are identified with primary data and online companies marketing practices are studied through secondary sources.

Data Collection

Primary data was collected through administration of a structured questionnaire. The required secondary data was collected through the records of the selected online companies, relevant websites, etc.

Sample Design

Sampling

For the present study, purposeful sampling technique is adopted for selecting the respondents from the FMCG markets. The respondents comprise the online buyers of various FMCG products in Guntur and Krishna districts of Coastal Andhra Pradesh.

Data Analysis and Interpretation

Table: 1 Customer Preferences to Modern marketing practices

Reasons for Preferring	Online buyers from Guntur District		Online buyers from Krishna District	
	Frequency	Percentages	Frequency	Percentages
Convenience	8	24.2	7	47.0
Ease of select products	10	25.8	6	29.6
Offers/Discounted	10	26.2	5	18.05
brand awareness	10	25.2	1	5.76
on-time delivery	0	0	0	0



Interpretation: In case of all the respondents of Guntur district have given more preference to offers or discounted pricing and Krishna district have given more preference to the easy to select the product.

Table: 5 Mean values for Online buyers Purchasing Frequency

Frequency of Purchase		
Household products	N	Mean Squares
Guntur District	50	2.10
Krishna District	73	2.02

Interpretation

In case of all the respondents of Guntur District have highest mean value than the respondents of Krishna District regarding purchasing frequency.

Table: 6 Mean Values for Customer Preferences to Online Buyers

Customer Preference to Online Buyers		
Household Products	N	Mean Squares
Guntur District	50	2.41
Krishna District	73	0.70

Interpretation

In case of all the respondents of Guntur district have highest mean value than the respondents of Krishna district regarding preferences to online buyers.

Table: 7 Mean Values for Internet Shopper Perceptions on Online marketing Problems

Perceptions on Online Marketing Problems		
Household Products	N	Mean Squares
Guntur District	50	0.60
Krishna District	73	2.45

Interpretation

In case of all the respondents of Guntur district have lesser mean value than the respondents of Krishna district regarding online marketing problems.



Findings

1. The study reveals that there are significant differences in the views of online buyers on frequency of purchase.
2. The study reveals that there are significant difference among online line buyers in FMCG markets.
3. The study reveals that there are significant differences in the views of online shoppers on various online marketing problems.
4. The study reveals that there are significant differences in the views of customers on frequency of purchase related to FMCG products, significant differences are also noticed in the views of respondents across Guntur and Krishna districts.
5. The study reveals that there are significant differences in the views of online shoppers on various online marketing problems relating to FMCG products, significant differences are also noticed in the views of respondents across Guntur and Krishna districts.

Suggestions

- 1) The study found that there is a difference between the opinions of the respondents in frequency of purchasing. So, the concerned executives are required to identify the reasons for frequency of purchasing.
- 2) There is a need on the part of organizations to bring improvements in certain online shopper satisfaction level.
- 3) Organisations have to formulate contemporary interventions to enhance effectiveness of modern marketing practices.

Conclusion

The online marketing industry has been playing a important role in the process of economic development of the country. The FMCG industry has contributed a significance growth in terms of investments and customer relationship management. The FMCG companies also positively and adequately responded to the industry economic reforms.

It has been a widely accepted fact that online marketers play an important role in the process of development of any organisation in the country. The effective implementation of policies relating to internet marketing will yield the expected results in satisfying the expectations of different groups which are dependent on the organization.

References

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