

## An empirical study of consumer behaviour towards packaged foods in Coimbatore

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### Abstract:

Fast Moving Consumer Goods (FMCGs) constitute a large part of consumer's budget in all countries. India is no exception to this. The Consumer Buying Behaviour 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 food Products. This study the primary data has collected from 100 respondents of Coimbatore District with structured questionnaires. The secondary data has been collected from various Books, Journals, Articles and Websites. In this regards Television, Quality and Brand loyalty are the powerful factors to influence the consumer buying behaviour.

**Keywords:** FMCG, food Products, Consumer Buying Behaviour, Television.

### 1.INTRODUCTION:

Consumer is one who consumes the goods & services product. 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. The study Consumer Buying Behaviour is the study of how individuals make decisions to spend their available resources (time, effort, money) on consumption related item.

### 2. STATEMENT OF THE PROBLEM

Fast Moving Consumer Goods (FMCG), are products that are sold quickly at relatively low cost. The profit from these products is relatively very small and the selling is in large quantities, so the cumulative profit on such products can be large. The

productions of Fast Moving Consumer Goods companies have massive competition and they are forced to find new ways of making money.

### 3. OBJECTIVES OF THE STUDY:

- To know the level of satisfaction Towards biscuit Products in Coimbatore.
- To examine the factors influencing the consumer.

### 4. RESEARCH METHODOLOGY

#### Sample design:

The sample design which is used in the study is simple random sampling.

#### Area of the study:

The study has been conducted in Coimbatore study.

#### Sample size:

The sample size chosen for this study is 110 respondents.

#### Source of data:

The data is collected through in two ways.

- Primary data
- Secondary data

#### Tools used for analysis:

- Simple percentage analysis
- Chi-square test
- Weighted average

### 5. LIMITATIONS OF THE STUDY

The study is limited to Coimbatore town with 110 respondents.

The respondents' response may have bias, which may not give a true picture about the chosen research topic.

### 6. REVIEW OF LITERATURE

Rezende and Avelar (2012) attempted to describe the eating out habits of consumers in Brazil. The study revealed that a 'search for variety' was a motivator for eating outside the home. The desire for 'convenience' was an

important element on many occasions of consumption. The study also revealed that although eating out was a very popular trend, many of the consumers did not voice any intention of eating out more frequently. An attitude towards eating out was not all so positive, with certain levels of suspicion or mistrust on the part of the consumers' frequency of buying.

C. Saranya Priyadarshini (2016) attempted A **STUDY ON CONSUMER PREFERENCE ON FAST FOOD OUTLETS WITH REFERENCE TO COIMBATORE CITY** The study reveals that 64% of the respondents visit fast food outlets once in a week and majority of the respondents spent more than 15% of their monthly income on fast food and the most favorite cuisine preferred by the respondents is western junk foods. They also expressed that the discount offered at the fast food outlets are considered as the effective promotional activity.

## 7. ANALYSIS AND INTERPRETATION

### Table showing gender wise classification

S.NO	GENDER	RESPONDENTS	PERCENTAGE
1	Female	49	44.5
2	Male	61	55.5
	<b>TOTAL</b>	<b>110</b>	<b>100</b>

The table reveals that most of the respondents are male because they are more enthusiastic towards buying behaviour of packaged foods.

### Table showing Educational Qualification of the respondents

S.N O	QUALIFICATION	RESPONDENTS	PERCENTAGE
1	School Level	3	2.7
2	Graduate	73	66.4
3	Post Graduate	22	20
4	Other	12	10.9
	<b>TOTAL</b>	<b>110</b>	<b>100</b>

From the above Table shows that educational qualification of the respondents. About 66.4% of the respondents are under graduate, nearly 2.7% of the respondents are school level, 20% of the respondents have post graduate qualifications and about 10.9 % of the respondents were other. It is noteworthy to mention that the majority of respondents are graduate.

### Table showing Occupation of the respondents

S.NO	OCCUPATION	RESPONDENT	PERCENTAGE
1	Student	68	61.8
2	Employee	20	18.2
3	Business	11	10
4	Other	11	10
	<b>TOTAL</b>	<b>110</b>	<b>100</b>

It is observed from the table 3.5 that out of 110 respondents, as much as 61.8% of the respondents are students. Followed by 18.2% of the respondents are Employee people. About 10% of the respondents are Business and 10% are other. Hence the majority of respondents are students.

### Table showing Family Income of the Respondents

S.NO	FAMILY INCOME	RESPONDENTS	PERCENTAGE %
1	Below Rs.10000	20	18.2
2	Rs.10000-Rs. 20000	22	20
3	Rs.20000-Rs.30000	25	22.7
4	Above30000	43	39.1
	<b>Total</b>	<b>110</b>	<b>100</b>

From the above Table shows that out of 110 respondents, the majority of respondents are from the category of above Rs. 30000(39.1)

### Table showing Number Of Members In The Family

S.NO	NO.OF.MEMBERS	RESPONDENTS	PERCENTAGE %
1	Less than 3	11	10
2	3-5	78	70.9
3	Above 5	21	19.1
		<b>110</b>	<b>100</b>

It shows that maximum number of respondents who do impulsive buying of packaged foods and has members in family between 3-5.

### Table showing type of FMCG food products

S.NO	OPTIONS	RESPONDENTS	PERCENTAGE %
1	Biscuits	58	52.7
2	Dairy Products	38	34.5
3	Beverages	4	3.6
4	Others	10	9.1
	<b>TOTAL</b>	<b>110</b>	<b>100</b>

From the above Table shows that out of 110 respondents, about 52.7% of them comes under the category of Biscuits. The majority of respondents are from the category of Biscuits.

### Table showing frequently do you buy biscuits

S.NO	OPTIONS	RESPONDENTS	PERCENTAGE
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			%
1	Weekly	48	43.6
2	Monthly	48	43.6
3	Once in three month	14	12.7
	<b>TOTAL</b>	<b>110</b>	<b>100</b>

From the above Table shows that out of 110 respondents, 43.6% of them comes under the category of weekly, And the monthly data also having the same 43.6%, then falls under the category of once in a month is 12.7%.

**Table showing source of information for the FMCG products**

S.N O	OPTIONS	RESPONDENCE	PERCENTAGE
1	Retail shop	27	24.5
2	Advertisement	33	30
3	Tv / radio	38	34.5
4	Friends & relatives	12	10.9
	<b>Total</b>	<b>110</b>	<b>100</b>

From the above Table shows that out of 110 respondents, about 38(34.5%) of them falls under the category of easy way to tv/radio

**Association Between Family Income And Monthly Purchasing**

**H<sub>0</sub>**- There is no significant relationship between age group of respondent and preferential online websites of the respondents.

**H<sub>1</sub>**- There is significant relationship between age group of respondents and preferential online websites of the respondents.

FAMILY INCOME	MONTHLY PURCHASING AMOUNT				TOTAL
	BELOW Rs.500	Rs.500- Rs.1000	Rs.1000- Rs.1500	ABOVE Rs.500	
Below Rs.10000	13	4	2	0	19
Rs.10000- Rs.20000	15	5	2	0	22
Rs.20000- Rs.30000	9	11	4	2	21

Above 30000	18	9	13	3	43
<b>Total</b>	<b>55</b>	<b>29</b>	<b>18</b>	<b>5</b>	<b>110</b>
	<b>DF =9</b>	<b>T=16.92</b>	<b>Chi.v- 13.872</b>		

Since the calculated value 6.04 is less than the table value 16.919, thus accepting null hypothesis. There is no significant relationship between family income of the respondents and preferential biscuit price of the respondent, thus it is concluded that other factors also influence the people for preferring FMCG products.

**Table Showing The Calculation Of Weighted Average Score**

FACTORS	H	S	N	D	H	$\sum X$	$\sum X/10$	RANK
	S				D			K
<b>PRICE</b>	29	57	22	11	11	442	4.0	5
<b>PROMOTION</b>	10	50	42	71	11	341	3.5	2
<b>QUALITY</b>	18	50	38	33	11	411	3.7	3
<b>VARIETY</b>	12	47	36	33	23	384	3.4	1
<b>PROMOTIONAL OFFERS</b>	18	25	39	25	33	435	3.9	4

From the weighted average test it is inferred that majority of the consumer highly preferred that packaged foods induce them towards followed by variety, promotion quality, promotional offers and the like.

**5.FINDINGS**

It is inferred from the table that large number of respondents fall under the category of male.

It is noteworthy to mention that the majority of respondents are graduate(66.4%).

Hence the majority of respondents are from the category of above Rs. 30000(39.1%).

It is noteworthy to mention that the majority of the respondents said Non-vegetarian(69.1%).

Hence the majority of respondents are from the category of Biscuits(52.7%).

The majority (43.6%) of them comes under the category of both weekly and monthly.

Hence the majority of respondents are from the category of satisfied(50.9%).

Hence the majority of respondents are from the category retail shop(52.7%)

Since the calculated value 6.04 is less than the table value 16.919, thus accepting null hypothesis. There is

No significant relationship between family income of the respondents and preferential biscuit price of the respondent.

From the weighted average test it is inferred that majority of the consumer highly Preferred that packaged foods induce them towards followed by variety, promotion Quality, promotional offers and the like.

## **6.CONCLUSION**

It is concluded from this study that FMCG sector is growing and will continues to grow very fast. The futures for the FMCG sector look extremely encouraging. The sector having under gone a structural change is all set to emerge stronger in future. The FMCG market remains highly fragmented with almost half of the market representing brand up package homemade product. It clears from the study that FMCG acquire a major share in the consumer goods market the manufacture as to provide quality goods at reasonable price.

## **REFERENCE**

**Sanjaya, S.Gaur and Abdul K. Waheed**, —Study of Buying Behaviour of Branded Fine Ricell, Indian Journal of Marketing, Vol. 32, No. 7, 2002, pp. 3-8.