

A STUDY ON CONSUMER PREFERENCE TOWARDS SELECTED FMCG PERSONAL CARE PRODUCTS WITH SPECIAL REFERENCE TO BHILAI CITY OF CHHATTISGARH

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ABSTRACT

The reason for this study is to look at the customer inclination on personal care items in FMCG segment also, to ponder the variables which affecting them to favor a specific result of Fast Moving Consumer Goods (FMCG). The taste and inclinations of customer are changed regularly. Each client in the market has his/her own Brand Preferences. Customers will search for specific traits previously obtaining the items i.e., FMCG. The brand Preference is demonstrating expanding inclination all over the place and Bhilai city of Chhattisgarh State isn't a special case to it. They give much essential for individual care items because of it included for the most part in everyday life. Research Paper on customer inclination of Fast Moving Consumer Goods in Bhilai city of Chhattisgarh is taken up here.

Keywords: *Fast Moving Consumer Goods, Consumer Preference, Personal Care Products.*

1. INTRODUCTION

FAST MOVING CONSUMER GOODS

The Indian FMCG area is the fourth biggest segment of the Indian economy. The FMCG business is over 115 years of age. Consumable things (other than groceries/pulses) that one needs to purchase at consistent interims. These are things which are utilized every day, thus have a speedy rate of utilization, and an exceptional yield. FMCG can extensively be ordered into three portions which are Household things as soaps, detergents, household accessories, and so forth, Secondly Personal care things as shampoos, toothpaste, shaving items, and so forth lastly. Thirdly Food and Beverages as snacks, processed foods, tea, espresso, consumable oils, soda pops and so on.

BRAND PREFERENCE

India's FMCG division is doing great. Riding on the back of expanding request and changing purchaser inclinations – because of higher expendable earnings and the retail uprising – the part has been posting double digit development over the recent years. The part has seen the rise of new item classes and items that look to satisfy the expanding desires of new age of Indians, who are ending up being exceptionally demanding purchasers. In addition, FMCG items satisfy the essential needs of purchasers also, are typically little ticket things that are important for most family units. "The FMCG segment would keep on doing admirably not simply because it is a protective and all around dug in one, yet in addition since it logs straightforwardly on to the crucial financial development capability of the nation," clarifies Milind Sarwate, chief, human resources and strategy, Marico Ltd, creators of hair care, skin care, edible oils and fabric care products. "As pay levels proceed to develop more individuals are probably going to move to utilization of marked items and administrations. Henceforth, the development slant is probably going to proceed."

2. REVIEW OF LITERATURE

Md. Abbas Ali, Venkat Ram Raj Thumiki and Naseer Khan (2012) states that Companies promoting FMCG to rustic shoppers can't only broaden their general showcasing methodologies to rustic markets. Rather, they have to devise provincial particular procedures. In this procedure, they have to get it critical issues identifying with rustic shopper conduct and that's just the beginning particularly identifying with various geographic locales of the nation. This paper concentrates on understanding components that influence the provincial buy of FMCG in South India. Mohammad Ali Daud (2013), investigate in his examination regardless of whether country shoppers do have the total month to month salary to buy marked items, they tend not to have enough cash at one purpose of time to really make the buy of a thing. This is the reason in regions where marked items are accessible, they are regularly sold in free amounts since they fall into the available range Anupam Jain and Meenakshi Sharma (2012) revealed that brand mindfulness in provincial regions especially in regard of magnificence care possible due to ceaseless and unfaltering change in purchaser and wellbeing mind items is demonstrating an expanding inclination. Individuals are not stressed over the cost of the item. They are appearing ability to spend higher cost when they understand that they can stand to spend. Since the utilization of marked results of rumored organizations will lift their status and also stature in that town. Brand quality, Price, Easy accessibility, Family enjoying, commercial, assortment and credit properties have been taken as factors for the estimation of Brand discernment in the examination. Kavitha T. C. (2012), uncovered in her study, The new period of rustic utilization seems to give an awesome chance to the FMCG parts. Advertisers should develop new procedures to interface and speak with a more mindful and open purchaser than any time in recent memory, the examination found. Dr. Mohammad Naquibur Rahman(2012),found that buyers considered commercial as a dependable wellspring of information as looked at to others, (companion, neighbors, reference gathering) sentiments. Commercial assume a critical part to influence any high or low pay gathering, yet costly items and the reiteration of notice did not influence the shopper purchasing conduct.

3. OBJECTIVES OF THE STUDY

- a) To know the brand familiarity with buyers towards individual care items.
- b) To investigate the buyer inclination towards selected FMCG individual care items.
- c) To discover the elements affecting the customers while purchasing the individual care items.
- d) To break down the level of satisfaction of buyers towards individual care items.

4. SCOPE OF THE STUDY

FMCG in India is described by exceptional rivalry prompting brand proliferation in different classifications. Utilizing buyer deals advancement to separate ones offer has been a typical practice in developed urban markets. More spending plan is dispensed to these exercises all together to bait the customers. In such a situation, it is exceptionally fundamental to contemplate how customers settle on their decisions in FMCG class where there are a few brands in the thought set of a buyer. The money related hazard being low buyers wouldn't fret changing starting with one brand then onto the next because of offers advancement offer. Subsequently it would bear some significance with an advertiser to find out about shopper inclinations as for affecting of different characteristics namely, Brand name, Quality, Quantity, Flavour, Colour, Packing, Price, Advertisements, Offers and rebate.

5. RESEARCH METHODOLOGY

The present investigation is elucidating in nature which depends on observational confirmations in view of primary data. A study technique has been utilized to gather the primary data with an structured questionnaire. The questionnaire were topped off by respondents which were chosen based on convenience sampling.

6. FINDINGS & INTERPRETATIONS

Table No.1: Demographic Profile of Respondents

Details	Frequency(N)	Percentage (%)
<u>Gender</u>		
Male	125	50%
Female	125	50%
<u>Age</u>		
Below 25 years	70	28
25 - 30years	33	14
31- 35 years	52	20
36-40 years	30	12
41- 45years	45	18
Above 45 years	20	8
<u>Education qualification</u>		
Illiterate	26	11
School level	38	15
Graduation level	61	22
Professional level	94	38
Technical level	31	14
<u>Marital status</u>		
Married	135	54
Unmarried	115	46
<u>Occupation</u>		
Agro based	27	11
Business	56	22
Government servant	58	23
Private Employee	55	22
Others	54	22
<u>Size of the family:</u>		
2members	35	14
3members	70	28
4 members	66	26
More than 4	79	32
<u>Number of earning members</u>		
1 earning members	53	21
2 earning members	48	19
3 earning members	78	31
4 earning members	58	23
More than 4	13	6
<u>Family income per month</u>		
Below Rs. 5000	82	16
Rs 5001- 10000	128	26
Rs 15001 -20000	106	21
Rs 20001- 25000	128	26
More than 25000	56	11

Table No.2

CHI-SQUARE TEST

Relationship Between Educational Qualification And Brand Preference

H0: There is no significant Relationship between Brand Preference and Educational Qualification

H1: There is a significant Relationship between Brand Preference and Educational Qualification

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35.149	20	.019
Likelihood Ratio	33.849	20	.027
N of Valid Cases	500		

Interpretation:

Since the calculated value is less than table value (.019<0.05) accept null hypothesis and there is no significant between Brand Preference and Educational Qualification.

Table No.3

CHI-SQUARE TEST

Relationship between Family Income And Frequency Of Purchase

H0: There is no significant relationship between frequency of purchase of personal care products and family income

H1: There is a significant relationship between frequency of purchase of personal care products and family income

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	42.152	20	.003
Likelihood Ratio	48.741	20	.000
N of Valid Cases	500		

Interpretation:

Since the calculated value is less than table value (.003<0.05) accept null hypothesis and there is no significant between frequency of purchase and family income.

Table No.4

PROMOTIONAL OFFERS WHICH INFLUENCES A CONSUMER

Promotional offers	Weighted score	Rank
Price Discount	5.70	1
Free gift	5.10	2
Extra quantity	4.42	3
Buy one get one	3.50	4
Trial packs	3.10	5
Coupon	2.10	6
Seasonal offers	2.00	7

From the above table, the respondents give 1st rank to the “Price Discount”, 2nd rank to the “Free gift”, 3rd rank to the “Extra quantity”, 4th rank to the “Buy one get one offer”, 5th rank to the “trial pack”, 6th rank to the “Coupon”, 7th rank to the “seasonal offers”.

Table No.5

BRAND PREFERENCE OF SELECTED FMCG PRODUCTS IN ERODE TOWN

WS-Weighted Score; R-Rank

Shampoo	WS	R	Soap	WS	R
Vatika	3.3	1	Lux	3.2	1

Sun silk	3.2	2	Lifeboy	3.1	2
Tresemme	3.1	3	Dettol	3.1	3
Clinic plus	2.8	4	pears	3.0	4
Loreal	2.5	5	Godrej	2.5	5

Tooth paste	WS	R	Washing powder	WS	R
Pepsodent	4.1	1	Rin Supreme	3.4	1
Colgate	3.9	2	Surf	3.6	2
Oral-B	3.0	3	Tide	3.1	3
Sensodyne	2.1	4	Nirma	2.9	4
Close up	1.9	5	Wheel	2.0	5

From the above table, it is inferred that the respondents give 1st rank to the Vatika, 2nd rank to the Sunsilk, 3rd rank to the Tresemme, 4th rank to the Clinic plus, 5th rank to the Loreal. In case of Soap the respondents give 1st rank to the Lux, 2nd rank to the Lifeboy, 3rd rank to the Dettol, 4th rank to the Pears, 5th rank to the Godrej. In case of Toothpaste the respondents give 1st rank to the Pepsodent, 2nd rank to the Colgate, 3rd rank to the Oral-B, 4th rank to the Sensodyne, 5th rank to the Close up. In case of Washing powder the respondents give 1st rank to the Rin Supreme, 2nd rank to the Surf, 3rd rank to the Tide, 4th rank to the Nirma, 5th rank to the Wheel.

7. CONCLUSION

In the present situation, Consumer is the lord since he has different decisions around him. In the event that you are not capable of giving him the coveted outcome he will change over to the next supplier. Along these lines to get by in this aggressive rivalry, you should be the best. FMCG could keep up hold its best rank giving quality item at sensible cost to customer. Quality is the principle spurring factor for the buyer to purchase the result of FMCG. Presentation of new items in the market to fulfill the shopper is additionally a significance explanation behind FMCGs to hold the best in the shopper advertise. FMCG products that are for the most part utilized brief time of days, weeks, or on the other hand months, and inside one year. FMCG have a short life, either as an aftereffect of high shopper request and the item falls apart quickly. Buying of FMCG items includes numerous purchasing conduct designs. Better comprehension of purchaser recognition towards FMCG items will make high benefits to the stores. The recommendations were given to the worry to concentrate mostly on charming the client and to satisfy the necessities furthermore, desire toward the items. Subsequently, in this examination the specialist had made an endeavor to discover the clients' criticism about the accessibility of item and administrations and additionally fluctuated elective arrangement have been given to enhance the clients' necessities, and administration which thus could acquire generosity among open.

8. REFERENCE

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