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Fast Moving Consumer Goods (FMCGS) In Kurusady:
Satisfaction Level

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ABSTRACT

Fast Moving Consumer Goods (FMCG) are those goods which can easily reach the consumers. Fast moving goods include vegetables, toiletries, cosmetic products, household products etc. So inorder to find out the opinion and satisfaction level towards the fast moving goods, fifty respondents in and around Kurusady are taken into consideration for this research work. It is concluded that vegetables are the fast moving consumer goods. That is, the sampled respondents give first pReferences to vegetables only.

Keywords: Satisfaction, Opinion, Fast Moving Consumer Goods.

Introduction

Consumer behaviour can be defined as the decision – making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services. This definition clearly brings out that it is not just the buying of goods or services that receives attention in consumer behaviour but the process starts much before the goods have been acquired or brought. The study of consumer behaviour is to know the study of how individuals make decisions to spend their available resources (time, effort, money) on consumption related items. It includes the study of what they buy it, where they buy it, how often they buy it and how often they use it. It is important to know how consumer reacts towards different product features, price and advertisement in order to ensure strong competitive advantage. All of us are consumers. We consume things of daily use. In some societies there is a lot of affluence and these societies can afford to buy in greater quantities and at shorter intervals. In poor societies the consumer can barely meet his barest needs.

Fast Moving Consumer Goods (FMCG) goods are popularly named as Consumer Packaged Goods. Fast Moving Consumer Goods (FMCG) industry in India is one of the fastest developing sectors in the Indian economy. At present the FMCG industry worth US$ 13.1 billion and it is the 4th largest in the Indian Economy. These products have very fast turnaround rate, i.e. the time from production to the revenue by means of selling the product is very less. In the present economic scenario, time is regarded as money, so the FMCG companies should be very fast in manufacturing and supplying these goods. The Fast Moving Consumer Goods (FMCG) industry in India includes segments like cosmetics, toiletries, glasswares, batteries, bulbs, pharmaceuticals, packed food products, white goods, house care products, plastic goods, consumer non-durables, etc. The FMCG market is highly concentrated in the urban areas as the rise in the income of the middle-income group is one of the major factor for the growth of the Indian FMCG market. The scopes for the growth of the FMCG industry are high as the per capita consumption of the FMCG products in India is low when compared with the other developed countries. The manufacturing of the FMCG goods is concentrated more in the western and southern belt of the country.

Major Players in this sector include Hindustan Unilever Ltd., ITC (Indian Tobacco Company), Nestle India, GCMMF (AMUL), Dabur India, Asian Paints (India), Cadbury India, Britannia Industries, Procter & Gamble Hygiene and Health Care, Marico Industries, Nirma

Coca-Cola, Pepsi and others. As per the analysis by ASSOCHAM, Companies like Hindustan Unilever Ltd and Dabur India originates half of their sales from rural India. While Colgate Palmolive India and Marico constitutes nearly 37% respectively, however Nestle India Ltd and GSK Consumer drive 25 per cent of sales from rural India. A rapid urbanization, increase in demands, presence of large number of young population, a large number of opportunities is available in the FMCG sector. The Finance Minister also introduced an integrated Goods and Service Tax by April 2010.

Statement of the Problem

Regarding the Fast Moving Consumer Goods, many companies engaged in the production of same kinds of products and also provide them at reasonable price. But this sector faces some difficulties in achieving their destination. Hence the researcher tries to find out whether the Fast Moving Consumer Goods are up to the customers expectation and also the researcher want to know a clear idea regarding the opinion of the FMCG in the study area even though these goods are provided at reasonable price.

Objectives of the Study

The objectives of the study are

➢ To find out the level of satisfaction of FMCG among the respondents in the study area.
➢ To find out the opinion of the respondents towards the products.

Methodology

This research work is based on both primary and secondary data. Primary data were collected by means of Interview schedule. Secondary data were collected from books, journals and reports.

Sampling Design

The researcher used the method of convenient sampling technique to collect the information.

Frame Work of Analysis

The collected data were analysed through Likert's 5 point scaling technique. Likert's 5 point scaling technique has been used to analyze the level of satisfaction as well as the opinion towards the Fast Moving Consumer Goods.

Results and Discussion

Satisfaction towards the Products

Satisfaction varies from person to person as well as from product to product. We cannot satisfy all the customers at a time. Following Table 1 explains the satisfaction level of the customers while using the Fast Moving Consumer Goods.

Table 1 : Satisfaction towards the products

S. No	Particulars	Highly satisfied	Satisfied	Neutral	Dis satisfied	Highly Dis Satisfied	Total	Mean score	Rank
1.	Vegetables	30 (150)	15 (60)	1 (3)	2 (4)	2 (2)	219	4.38	I
2.	Drinks	22 (110)	10 (40)	13 (39)	3 (6)	2 (2)	197	3.94	V
3.	Soaps	14 (70)	25 (100)	8 (24)	2 (4)	1 (1)	199	3.98	IV
4.	Dairy Products	25 (125)	18 (72)	4 (12)	1 (2)	2 (2)	213	4.26	II
5.	Cleaning Product	12 (60)	30 (120)	6 (18)	1 (2)	1 (1)	201	4.02	III
6.	Cosmetic Product	11 (55)	18 (72)	17 (51)	3 (6)	1 (1)	185	3.7	VI

Source: Primary Data

The above table portrays that the first rank is given to "Vegetables" with a mean score of 4.38, the second rank is given to "Dairy Product" with a mean score of 4.26 and the last rank is given to "Cosmetic product" with a mean score of 3.7. From this it is clear that majority of the respondents are very much satisfied with the vegetables offered by the FMCG.

Opinion About FMCG Products

Eventhough variety of products are offered at reasonable price, consumers have different opinion towards the products. It is explained with the help of the following Table 2.

Table 2: Opinion About FMCG Products

S. No	Particulars	Out Standing	Excellent	Good	Average	Poor	Total	Mean score	Rank
1.	Household Product	9 (45)	30 (120)	6 (18)	3 (6)	2 (2)	191	3.82	II
2.	Cleaning Products	14 (70)	19 (76)	12 (36)	2 (4)	3 (3)	189	3.78	III
3.	Toiletries	11 (55)	14 (56)	20 (60)	4 (8)	1 (1)	180	3.6	IV
4.	Vegetables	23 (115)	21 (84)	2 (6)	1 (2)	3 (3)	210	4.2	I
5.	Soft Drinks	8 (40)	16 (64)	20 (60)	4 (8)	2 (2)	174	3.48	VI
6.	Cosmetic Products	10 (50)	14 (56)	14 (42)	10 (20)	2 (2)	170	3.4	VII
7.	Soaps	10 (50)	18 (72)	17 (51)	2 (4)	3 (3)	180	3.6	IV

Source: Primary Data

The above Table 2 reveals that the respondents have given first rank to "Vegetables" with the mean score of 4.2 whereas the second rank is given to "Household Product" with the

mean score of 3.82. and the last rank is given to "Cosmetic Products" with the mean score of 3.4. From this, it is clear that majority of the sample respondents are having good opinion towards the Vegetables provided by the Fast Moving Consumer Goods (FMCG). Because they are providing fresh vegetables and also the quality is very much satisfactory.

Policy Implications

Based on the findings of the study the following suggestions are made.

1. Manufacturers should concentrate on all the products instead of giving importance to one or two products.
2. Manufacturers should provide quality goods as per the expectations of the consumers.
3. It is advised to the manufactures that the expiry date of the products should be clearly mentioned in the pack.
4. If the manufacturers take initiatives to improve the quality of the cosmetic products definitely the respondents purchase because now-a-days it is the mentality of the people that cosmetics are a basic necessity.

Conclusion

The researcher made a thorough analysis regarding the satisfaction level as well as the opinion towards the "Fast Moving Consumer Goods". From this, the researcher came to the conclusion that the sampled respondents are very much satisfied and have very good opinion towards the vegetables offered by the Fast Moving Consumer Goods (FMCG). Respondents are not having a good opinion and also they are not very much satisfied towards the other products provided by the Fast Moving Consumer Goods (FMCGs).

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