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A STUDY ON CONSUMERS BEHAVIORS OF WOMEN'S TOWARDS FMCG FOOD PRODUCT

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ABSTRACT

The food market in India is described as promising, multifaceted, competitive, and aggressive due to factors like growing urbanization, the breakdown of the traditional joint family system, the desire for quality, time, which translates into an increased need for convenience, rising middle-class affluence, availability of a variety of products in several categories, changing roles for women, easy lifestyles, and evolving preferential options. These factors have also changed people's eating habits. Both the method that things are bought and consumed has drastically altered, as has the relationship that people have with food and other everyday goods. Food that is simple to prepare and quick has become more of a need than a luxury due to customers' shifting lives. Consumer feedback makes it abundantly evident that factors like as flavor, freshness, manufacturing and expiration dates, information about vegetarian and non-vegetarian options, and nutritional value are given top attention when making decisions about what to buy. The majority of respondents stated that the main factors influencing their intents to purchase FMCG food include changing lifestyles, outside influences, concerns about health and quality, and health.

Keywords: *FMCG, Women Consumer, Convenience, Food product*

INTRODUCTION

Fast-moving consumer goods (FMCG), also known as consumer packaged goods (CPG), are products that are sold quickly and at a relatively low cost. Fast-moving consumer goods have a high inventory turnover and are contrasted with specialty items which have lower sales and higher carrying charges. Many retailers carry only FMCGs; particularly hypermarkets, big box stores and warehouse club stores. Small convenience stores also stock fast-moving goods; the limited shelf space is filled with higher turnover items. Women's contentment with customers is a crucial factor to consider when assessing market performance. Customers' happiness is low, and female consumers report that they are treated fairly while making purchases given the sacrifices they have made.

Customers may stop doing business with the company and might even disparage it. Fairly stratified clients may find it simple to transfer when better offers arise, and this is especially true for female consumers. Women consumers of today are getting difficult to win over. They gather information on many more competitors with comparable or superior offers and are more astute, price-conscious, demanding, and forgiving. Therefore, having happy and devoted customers—rather than just pleased ones, as some competitors do—represents the true challenge. If not, businesses will experience substantial client defection.

REVIEW OF THE STUDY

Dev Shah(2023),this study titled" A Study On Consumers Behaviors Of Women's Towards Fmcg Product". Research study reveals that completely stratified of women customers are six times more likely to repurchase the products than the very satisfied customers. In comparative economy with the increasing rational buyers a company can only win by creating and delivering superior value involving customer's capabilities.

Rajni Pandey(2023),study entitled" Purchasing intentions of women toward processed food". The highest consumption of processed food was found to be for special occasions. The majority of women preferred to buy the processed food from super store. Most of the respondents 98% read food labels before purchasing processed food. Health reasons were the major motivating factors for purchase of processed food. Expiry date was the most read component of the food label by nearly 50% of the women consumer.

Shende Sushil Dashrath(2021), in their article titled" A Study of Buying Behaviour of FMCG Products by Women Employees in Higher Educational Institutes in Pune City". Women are breaking the boundaries at homes, glass ceilings in politics and business. They present one of the biggest opportunities to marketers. Marketers must understand the buying behaviour of women, offer suitable products to meet their need, wants, desires.

P. Anis Priya & Dr. P. Geetha(2019), study titled" A Study on Buying Behaviour of Women towards Selected Fast Moving Consumer Goods at Palayamkottai" - with special reference on Influencing Factors". The study of consumer behaviour is evolving rapidly as researchers recognize and implement new techniques to understand the nature of purchasing and consumption behaviours. Women play a vital role in purchasing behaviour and are more involved in purchasing activities.

S. Parimala, P. Megala Devi(2016), in their article titled" The Impulse Buying Behaviour of Women Consumers Towards FMCG Products in Tirupur District". This paper attempts to have a look at the attributes which impacts impulse buying behaviour of women. The effect of diverse attributes of impulse buying factors like advertisements, window vending, advertising techniques, effective fee fixation and many others on women clients are utilized in fast shifting purchaser items. he observed also analyse the have an effect on of socio-economic factors in buy behaviour

OBJECTIVES OF THE STUDY

- To analyze the consumption patterns with regard to select fast moving consumer goods (FMCGs) in the sample area.
- To examine the post-purchase behavior of sample consumers in terms of their levels of satisfaction and consumerism
- To suggest measures for effective marketing practices to be adopted in the light of the findings of the study

STATEMENT OF THE PROBLEM

In most product categories, women participate in the decision-making process when making purchases; but, until recently, this involvement has not always been present. Even in the initial few days, the woman does not swiftly step in to influence the decision to purchase consumer goods. These days, women are the ones making purchases, especially for consumer goods brands that are evolving quickly. Women consider a variety of influential aspects while selecting their fast-moving consumer items, despite the fact that customers are more dynamic in terms of their likes and preferences.

SCOPE OF THE STUDY

Women Consumer behavior is a broad field that helps in the study and analysis of how people make buying decisions and what drives those decisions. It sheds light on various aspects related to Women consumers such as their preferences, motives, choices, etc.

RESEARCH METHODOLOGY

The study is based on primary and secondary data. The primary data collected through questionnaire. From Pollachi city 50 women consumers of FMCG food Product were selected randomly.

STATISTICAL TOOLS

- Simple Percentage Analysis
- Descriptive statistics
- Mean weighted rank

SIGNIFICANCE OF THE STUDY

Manufacturers and marketers will gain insight from the study into the purchasing habits of female employees, which will enable them to create new marketing mix strategies and make judgments. In light of that. They will gain insight from the study that will help them boost product sales. Additionally, the study will assist them in fulfilling the demands of their female customer.

LIMITATIONS OF THE STUDY:

There may be a bias in primary data collection because there is a chance for omission of some of the information by the respondents.

DEMOGRAPHIC VARIABLES OF THE RESPONDENTS

- 58.5% of the respondents are residing in rural area.
- 54.4% of the respondents are below 30 years of age.
- 78% of the women respondents who are purchasing FMCG food products are married.
- 40.7% of the women respondents have completed their post-graduation.
- 56% of the respondents are working with private concerns.
- 54.9% of the respondents are from nuclear family.
- 65.9% of the respondents are having between 3-5 members in their family.
- 61.2% of the respondents are having only 1 children in the family.
- 54.4% of the respondents are having female children in the family.
- 49.1% of the women respondents are earning between Rs.15001-Rs.30000.
- 67.7% of the respondents who are purchasing FMCG food products are non-vegetarians.

SOCIO GRAPHIC VARIABLES

- 36.9% of the respondents are purchasing FMCG food products purchasing through information given by friends and relatives.
- 43.6% of the respondents are using FMCG food products less than a year.
- 47.8% of the respondents below 15 minutes spent for taking purchase decision of FMCG food products.
- 37.2% of the respondents said that no person is motivating them and they are purchasing FMCG food products by their own decision.
- 44.3% of the respondents are purchasing FMCG food products once in a month.
- 48.6% of the respondents are spending between Rs.300-500 in a month on FMCG food products.
- 45.9% of the respondents are purchasing FMCG food products from departmental stores.
- 75.4% of the respondents are purchasing FMCG food products though cash mode.

PREFERENCE TO FMCG FOOD PRODUCTS

- 54.6% of the respondents using FMCG food products at home.
- 49.5% of the respondents having FMCG food products during lunch time.
- 36.2% of the respondents are considering quality.
- 23.8% of the respondents are influenced towards using FMCG food products by their parents and some respondents are not influenced by others decision as they are influenced by their parents.
- 32.1% of the respondents are choosing FMCG food products for their convenience.
- 54.7% of the respondents' prefer branded FMCG food product items.

SUGGESTIONS

- Women are more concerned about price concessions, discounts, gifts, free home delivery, and coupons and so on. The marketers must offer women the necessary promotional measures to buy fast moving consumer goods.
- The marketers need to identify who is taking and influencing women's purchasing decisions with respect to fast moving consumer goods. This will allow marketers to understand the influence of women, as different marketing campaigns can be targeted at each type of person. Marketing experts also examine the level of involvement of women and the number of brands available to determine and understand if they are involved in complex purchasing behaviors and usual buying behaviour.
- Companies with Indian brands, instead of following or waiting for the revolution, should take the leadership of the market through innovation in product improvement, sales technique and decision-making capacity to implement. The manager must use the policies implemented by the government for the consumer products sector from time to time.

CONCLUSION

Fast-moving consumer goods producers should thus have a thorough understanding of consumers' desire to see a greater sale of their goods. The field of consumer behavior research is developing quickly as scientists identify and apply new methods to comprehend the nature of consumption and buying patterns. Women are more likely to participate in purchase activities and play a significant role in purchasing behavior. Since women have historically handled family purchases and saw purchases as a part of their function in the home, they tend to shop more than men do. As a result, marketing professionals ought to give them top priority and those who organize their marketing tactics to match the demands and goals of this target market as well as those who comprehend the behavior of women consumers will undoubtedly have an advantage over their rivals.

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