

A Study On Purchase Behaviour Of Rural And Urban Consumer Towards Selected Fast Moving Consumer Goods In Salem

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Abstract

The Purchase Behaviour has many approaches to economic psychological, and social cultural. A consumer is subjected to many influences before the actual purchase. Aroused needs are forces which activate goal-oriented behaviour to bring want –satisfaction. Fast moving consumer goods are large household goods. The fast moving consumer goods which are packaged is stuffs. Other than grocery sold in super market and retail shop. The fast moving consumer goods sector is on fourth largest in the economical large market value for Rs.60,000 crore. This industries for earn profit and quick turnover. The fast moving consumer goods product is frequently purchase and the consumer to take all goods and services. The fast moving consumer goods are two types of market for rural and urban market. They are purchase behaviour of rural and urban consumer's selected fast moving consumer goods. This study focused about purchase behaviour of rural and urban consumers. The conclusion will be given.

Introduction

Fast moving consumer goods are those tangible things which are described by human beings and for which they are willing to pay a price that is goods may be defined as any commodity product or services which are useful for people and have monetary value. The last five or six years is compared India's progress on the industrial market production has been very large economic growth. The rural India was notified environmental and economical changes in the common mind. Based on the India is vast country with high population and product used in the three fourth consumers to lives in rural areas. The many company have been not interested for the scientific and economical market produce in rural market. But the urban market is totally changed in rural market. The urban market was increased to all goods and services and they are increasing to purchase behavior of urban consumers.

Characteristics of Fast Moving Consumer Goods – A Short Review

From the consumers to take easy and frequently purchase and low coat of the fast moving consumer goods marketing. For the market's level of search in the fast moving consumer goods product will get high profit margin and high stock purchase and stock turnover for the particularly increasing the distribution of network. The consumer behaviour is basically social in nature. Consumer behaviour and buying decision learn and change their attitude different

types of buying methods. The consumer behaviour is very talented and their very dynamic attitude. Many persons sum total of the change in purchase for fast moving consumer goods.

Classification of Indian Consumer for FMCG

As the Indian market is also great diversity in weather, religion, consumers, and economic status etc. According to the Indian consumer divide in to four classes for high class, average middle class, below average middle class, very poor class.

a) High Class

The high class people are very successful top business salary of Rs: 2 lakh or more per month. In these high class people high value vehicles, house, get treatment in the best hospitals and best travel enjoyment of their family in the tour arrangement.

b) Average Middle Class

The average middle class people according to average economic conditions and business salary of Rs:12000 and Rs:22000 per month. There is a mostly junior executive of business status. They are live in average middle class lifestyle in the society.

c) Below Average Middle Class

Below average middle class is the part of the upper average middle class. The consumer purchase for like cooking oil, and house hold product.

d) Very Poor Class

The very poor class people is large in size. They are consumer consumes for non-

branded product. This class people for emergency time purchase for branded product.

Need for the Study

With the introduction of rural and urban market product use with the consumer in our day today life, it has become a need for everyone. The people use fast moving consumer goods for everyday task. It has now taken to the all market product and it consume for the consumer. These urban markets are a perfect place to purchase of goods and services as many people visit these market everyday from different types of product in the purchase motives. Another important place for rural market can be social and economical areas.

Review of Literature

Ajith Medis and W.M.C. Bandara Wanninayake (2007) has published his article is "A study of Packaging" Marketing is one of the most important factors in the face of purchasing made at the point of sale, Were it becomes an essential part of the selling process. The package standing out on the self affects the consumer's buying decision, and package design should be more favorable in the eyes of the consumers. Packaged FMCG products are moving into ever large supermarkets and hypermarkets, and there is a proliferation of products, offering consumers vast choice. The competitive context is even more intense, both in the retail store and household. With the move to self-service retail formats, packaging increases its key characteristic as the salesman on the self at the point of sales.

Franco has published his article on "Analyzed modern portfolio" Which have become a key component in the marketing mix of stimulating sales, particularly in the FMCG environment. The hypothesis of this study is that previous limitation of modern portfolio theory in marketing can be overcome through use of brackets of price promotion. This is proven through study of FMCG data and it is shown that price promotions can be optimized to improve return without increased risk.

After reviewing the existing literature it is observed that the above studies have

Analysis And Discussion

considered different factors a lot. However, these studies not focused upon the purchase decision behaviour of rural area.

Objectives of the Study

To study about purchase behaviour of rural and urban consumers.

To analysis the brand awareness of FMCG

To identify the problems and suggestion for improving the purchase behaviour of FMCG.

Research Methodology

Area of the Study:

The study on the purchase behaviour of rural and urban consumer to important of the FMCG. The study area is mainly cover from the consumers in Salem District.

Sample Size:

The sample size selected for data collection 100 respondent covering area in Salem District.

Methods of Data Collection

In this study used are collation of primary data and secondary data;

i) Primary Data: The primary data was collected from rural and urban consumer located in Salem Districts.

ii) Secondary Data: The secondary data were collected for objectives chosen. Such as library thesis and journals etc.

Methods of Sample:

Random Sampling Technique is applied for the sample size chosen for data collection is 100 respondents covering area in Salem District.

Tools Used in Data Analysis:

The statistical techniques like frequency table, pie chart have been used for analyzing the data, chi-square test is used for the testing the hypothesis of the study.

Limitations

1. The sample size is limited to 100 users the result of the study cannot be taken as universal.
2. The growing of population India is rural market is indeed a large one.
3. In urban areas the product demand limited and rural areas the product demand is highly in our vast country.
4. The study is mainly focused on Salem district only.

Table-1
Demographic Frequency Table

Variables	Description	Frequency	Percentage
Age	10 – 25	10	10
	25 – 35	59	59
	35 – 45	12	12
	Above 45	19	19
Purchase behaviour of consumers	Rural	40	40
	Urban	60	60
Educational Qualification	High School	15	15
	Under Graduates	30	30
	Post Graduates	38	38
	Others	17	17
Family Income	Rs.15.000 to Rs.20.000	25	25
	Rs.20.000 to Rs.35.000	50	50
	Rs.35.000 to Rs.45.000	14	14
	Above 45.000	11	11
Total		100	100

In the total of 100 respondents 50% of them are aged between 25 – 35 years. Majority 60% of them are female. Regarding Educational Qualification 38% are Post Graduates. Finally 50% of the respondents earns between Rs.20.000 to Rs.35000.

Comparative of Consumers Vs. FMCG Null Hypothesis (Ho): There is no significant association between Age group and FMCG

Table – 2: Chi – Square

Factors	Calculated Value	Degree of Freedom	Table Value	Ho Accepted/ Rejected	Level of Significant
Purchase behaviour of consumers	25.5	09	16.916	Rejected	There is a Significance different.

There is a no Significant Difference Between A Purchase Behaviour of Consumer Vs FMCG Consumer. The Calculated Value 25.5 is Greater than the Table Value 16.916 at 5% level of Significance and Degree of freedom is (n-1) (10 – 1) 09. Hence the Null Hypothesis is rejected. There is a Significant Difference

between the Purchase Behaviour of Consumers Vs FMCG consumers.

Educational Qualification Vs. FMCG Null Hypothesis (Ho): There is a no significant difference between Educational Qualification and FMCG

Table – 3: Chi – Square

Factors	Calculated Value	Degree of Freedom	Table Value	Ho Accepted/ Rejected	Level of Significant
Educational Qualification Vs FMCG consumers	6.5	06	11.070	Rejected	There is a no Significant

Inference: There is a no Significant Difference between Educational Qualification Vs FMCG consumers. The Calculated Value 6.5 is less than the Table Value 11.070 at 5%

level of Significance and Degree of Freedom is (n – 1)(6 – 1) 05. Hence the Null Hypothesis is Rejected. There is significant

Difference between the Educational Qualification Vs FMCG.

Findings of the Study:

1. 59% Majority of the respondent belonged to the age group of 25 – 35 years of age which indicates that youngsters are using more FMCG rather than that of the other groups.
2. 60% Majority of the respondent were female consumers.
3. 30% Majority of the respondent were qualified are post graduates.
4. 50% Majority of the respondent earn between Rs.20.000 - Rs.35000.
5. 40% Majority of the respondent agreed to that they are aware of FMCG.

Suggestions:

The awareness level of increasing to the rural consumers.

Consumers should avoid purchasing the FMCG products which lead to health hazards.

Urban consumers have the responsibility to encourage only the healthy product to their society.

Be aware of duplicate and non-brand products marketed by the local manufacturers.

While purchasing Food and beverages and personal care product, consumers should give more preference to quality and brand aspects than and flavor.

Conclusion

It is concluded from this study that purpose behavior of rural and urban consumer FMCG sector is growing as a fast product to mass production and consumer purchase in the product. The present scenario of FMCG market is highly competitive, to face the challenges through quality innovated products with brand loyalty. The future of FMCG market is very stronger, because of various motivational and promotional tools adopted by the companies to sustain their market, Apart from that every FMCG companies meet their valuable consumers and satisfies them through products from different varieties. Finally Research and Development Department as back bone for the success of every with their suitable products.

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