

A Study on Consumer Perception, Intention and Satisfaction Towards FMCG In Coimbatore City of Tamilnadu

Dr. T.Nathiya, Shobika.M

(Department of Commerce BA, Dr. N.G.P Arts and Science College, Coimbatore.

Email: nathiya@drngpasc.ac.in)

(B.Com. BA., Dr. N.G.P. Arts and Science College, Coimbatore

Email: 221ba045@drngpasc.ac.in)

Abstract:

In the Indian economy, the Fast-Moving Consumer Goods (FMCG) industry is crucial since it greatly influences consumer purchasing trends. This study investigates how Coimbatore, Tamil Nadu, consumers perceive, intend to buy, and are satisfied with FMCG products. The goal of the study is to comprehend how consumer decisions are influenced by several elements, such as pricing, brand image, promotional tactics, and product quality. Structured questionnaires were used to gather information from a broad sample of customers in a number of different demographic groups. Price sensitivity and special offers have a substantial impact on purchase intention, but product quality and brand trust are important factors influencing consumer opinion, according to the report.

Keywords: FMCG, Coimbatore Market, Brand Image, Price Sensitivity, Purchase Intention, Consumer Satisfaction, and Promotional Strategies.

INTRODUCTION

One of the biggest industries in the Indian economy is the fast-moving consumer goods (FMCG) sector, which is distinguished by high turnover and frequent customer purchases. Food, drinks, toiletries, and other consumables are examples of necessary commodities that are included in FMCG items. Urbanization, population growth, and shifting consumer habits are all elements that contribute to the industry's success. As one of Tamil Nadu's major industrial and commercial centers, Coimbatore is home to a wide range of consumers with different tastes and habits. For FMCG companies to create successful marketing strategies, it is essential to comprehend consumer perception, buy intention, and satisfaction. The purpose of this study is to look at these areas and find important elements that affect consumer choices in Coimbatore's cutthroat FMCG market. Businesses will be able to boost client interaction, expand their product offerings, and achieve sustainable success in this fast-paced industry with the aid of the insights acquired.

OBJECTIVES OF THE STUDY

1. To study the factor influencing the purchase of FMCG product by consumers.

HYPOTHESIS OF THE STUDY

H₀: There is no significant relationship between respondent's socio-economic profile and level of preference towards FMCG products

There is no significant relationship between age group and level of consumer preferences towards foods and beverages by using chi-square test.

REVIEW OF LITERATURE

Pillai and Jothi (2022) aimed to check the consumer behaviour of buying green products of fast-moving consumer goods in Kerala. The study emphasised the need of identifying the usage of fast-moving

consumer products in order to increase understanding of brand acquisition activities among both advertisers and academics.

Rajalakshmi and Umadevi (2022) investigated customer behaviour with regard to facial cream segment in the fast-moving consumer goods. Advertisements were determined to be the most successful promotional channels, although sampling and product discount and coupon techniques were favoured for newer product introductions.

Shamsuddin (2022) attempted to analyse customer brand preferences for FMCG Mosquito products in Andhra Pradesh. The study revealed that consumer knowledge of FMCG mosquito refill products has risen, and they are better able to make judgments on which brand to buy and what kind of promotions are offered in various product categories.

Muthukumar (2022) attempted to determine customer purchasing behaviour for a variety of soft drinks used by regular consumers. The major objectives are to identify the most popular soft drink brand, gain a comprehensive understanding of soft drink consumers' attitudes, and identify the elements that affected customer choice for soft drink goods.

Sarker and Rahman (2022) investigated that buying decision of consumers with respect to fast moving consumer goods. The study recognized the consumer purchase decision is treated as a dependent variable, whereas advertisement, product diversity, cost, demand, salesperson quality, well-known retailers, product presentation, income range, and personality were treated as independent factors. Results revealed that advertisement, product diversity, cost, demand, salesperson quality, well-known retailers, product presentation, income range, and personality factors have significant role in consumer purchase decisions.

RESEARCH METHODOLOGY

Research design is the conceptual structure with which research is conducted. It constitutes the blue print for the collection, measurement and analysis of data. As such the design includes an outline of what the researcher will do from writing the objective and its implication to the final analysis of data. Generally, the design which minimizes bias and maximizes the reliability of the data collected and analysed is considered a good design. Research design is the framework of research methods and techniques chosen by a researcher to conduct a study and it is a process in a systematic and structured approach to conducting research. The design allows researchers to sharpen the research methods suitable for the subject matter and set up their studies for success.

Sampling Design

- **Population:** FMCG consumers residing in Coimbatore city, Tamil Nadu, who actively purchase FMCG products.
- **Sample Size:** 150 respondents.
- **Sampling Technique:** Convenience sampling was employed to reach respondents from diverse demographic backgrounds who regularly purchase FMCG products. Data collection involved both online and offline methods to ensure wider participation and inclusivity.

Data Collection

Primary Data: The investigators interview the respondents personally in order to gather primary data for the first time. This data meets the standard of quality, availability of true information. Primary data can be gathered from a variety of sources, including questionnaires, interviews, and field surveys. The study makes use of the questionnaire method. A sequence of questions known as a questionnaire typically consists of both closed-ended and open-ended inquiries. Huge amounts of data are simple to gather and compile.

Secondary Data: The theoretical framework for the current study was assembled using a variety of sources, including books, journals, websites, and other related research efforts.

TOOLS AND TECHNIQUE USED

The analysis has been made through the questionnaire.

- Simple Percentage Analysis
- Correlation Analysis

SIMPLE PERCENTAGE ANALYSIS

PERCENTAGE (%) refers to a special kind of ration PERCENTAGE (%) is used in making comparison. About two or more series of data PERCENTAGE (%) as also to describe relationship. It is also used to compare the relative term two or more series of data.

$$\text{Simple percentage analysis} = \frac{\text{number of respondent}}{\text{Total number of respondents}} \times 100$$

CORRELATION ANALYSIS

The purpose of customer satisfaction correlation analysis is to identify and understand the key factors that influence satisfaction levels. Firms can identify areas for development by determining the direction and strength of the associations between possible factors (such as service speed, pricing, or product quality) and consumer satisfaction. This specialized approach increases customer experiences, maximizes resources, and eventually fosters growth and loyalty.

$$r = \frac{n\sum(XY) - \sum X \sum Y}{\sqrt{[n\sum X^2 - (\sum X)^2] [n\sum Y^2 - (\sum Y)^2]}}$$

ANALYSIS AND INTERPRETATION

Factors	Level of satisfaction		Total
	Low level of satisfaction	High level of satisfaction	
Gender			
Male	136	68.0	204
Female	64	32.0	96
Total	200	100	300
Age			
18 - 24 Years	134	67.0	201
25 - 40 Years	48	24.0	72
41 - 50 Years	8	4.0	12
51 and Above	10	5.0	15
Total	200	100.0	300
Education Qualification			
SSLC	6	3.0	9
HSC	32	16.0	48
U.G	152	76.0	228
PG	10	5.0	15
Total	200	100.0	300
Occupation			
Employee	22	11.0	33
Business	20	10.0	30
Unemployed/retired	158	79.0	237

Total	200	100.0	300
Marital Status			
Unmarried	166	83.0	249
Married	34	17.0	51
Total	200	100.0	300
Annual Income			
Below 1,00,000	8	4.0	12
1,00,000 - 2,00,000	75	37.5	112.5
Above 2,00,000	117	58.5	175.5
Total	200	100	300
Area			
Rural	70	35.0	105
Urban	130	65.0	195
Total	200	100	300
Mode of purchase			
Cash	154	77.0	231
Credit	46	23.0	69
Total	200	100	300

The data reveals key insights into consumer satisfaction with FMCG products in Coimbatore city. Males (68%) demonstrate higher satisfaction levels than females, suggesting differing preferences or product engagement patterns. Younger consumers aged 18-24 years (67%) exhibit the highest satisfaction, indicating stronger brand appeal or marketing influence on this age group. Educational background also plays a role, with undergraduate-qualified respondents (76%) showing greater satisfaction, possibly due to better awareness or product evaluation skills. Unemployed or retired individuals (79%) report higher satisfaction, which may reflect their focus on household essentials and value-for-money products. Unmarried respondents (83%) are notably more satisfied, suggesting lifestyle differences that influence product choices. Higher-income groups earning above ₹2,00,000 annually (58.5%) report greater satisfaction, likely due to their ability to afford premium FMCG brands. Urban consumers (65%) are more satisfied than rural consumers, possibly owing to better product access and availability. Cash transactions remain the dominant purchase method (77%), indicating consumer preference for direct payments. These findings underscore the importance of targeting younger, urban, and financially stable consumers while ensuring accessibility for diverse demographics.

Further it is intended to test the null hypothesis that there is no association between demographic factors and level of satisfaction consumer perception, intention and satisfaction towards fmcg using Correlation.

PEARSON'S R CORRELATION			
Factors	Value	Significance	Result
Gender	0.00	0.989	Accepted
Age	5.365	0.147	Accepted
Education Qualification	4.051	0.256	Accepted
Annual income	1.599	0.660	Accepted
Marital status	-0.133	.104 ^c	Accepted

The Pearson's correlation analysis indicates no significant correlation between consumer satisfaction and the selected demographic factors. Gender ($p = 0.989$), age ($p = 0.147$), educational qualification ($p = 0.256$), annual income ($p = 0.660$), and marital status ($p = 0.104$) all show p-values exceeding the 0.05 significance threshold. This suggests that these demographic variables do not directly influence consumer satisfaction with FMCG products in Coimbatore city. Although variations in satisfaction levels are observed in different groups, these differences are statistically insignificant. This outcome implies that consumer satisfaction is likely influenced more by product-related factors such as quality, price, packaging, or promotional strategies rather than demographic traits alone. For FMCG marketers, this highlights the importance of focusing on enhancing product value, customer experience, and marketing efforts to improve consumer satisfaction across diverse demographic segments. Understanding these non-significant correlations also suggests that personalized marketing strategies may require greater emphasis on behavioral and psychographic factors rather than demographic attributes alone.

SUGGESTION

- Ensure FMCG products meet high-quality standards to build trust and improve customer retention.
- Use data analytics to understand consumer preferences and design targeted promotional campaigns.
- Offer multiple secure payment methods, including UPI, digital wallets, and cash-on-delivery, for customer convenience.
- Collaborate with local influencers and satisfied customers to share positive reviews and experiences.
- Introduce reward points, membership benefits, or exclusive discounts for repeat customers to enhance customer loyalty.
- Regularly gather, analyze, and implement feedback to improve product quality and customer experience.
- Conduct live product demonstrations, customer polls, and Q&A sessions to increase engagement and product awareness.
- Emphasize sustainable and eco-friendly packaging to align with environmentally conscious consumer trends.
- Strengthen supply chains to ensure timely product availability across urban and suburban areas in Coimbatore.

CONCLUSION

The Coimbatore city study on customer perception, purchasing intention, and happiness with FMCG items offers important data that can help companies refine their tactics. The results show that consumer decisions are greatly influenced by elements including product quality, brand trust, and promotional tactics. Consumer behavior and lifestyle choices are important, even though demographic characteristics like gender, age, and wealth did not significantly correlate with satisfaction levels. Higher income groups, metropolitan consumers, and younger consumers all typically exhibit higher levels of satisfaction. FMCG companies should concentrate on enhancing product quality, providing tailored promotions, and guaranteeing quick access to their products in order to increase customer engagement and loyalty. Putting in place efficient marketing initiatives, loyalty plans, and prompt customer service can all help to increase client satisfaction and confidence. By using these strategies, FMCG companies may establish deep relationships with their customers and experience long-term growth in the vibrant Coimbatore market.

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