

# A Study on Consumers Perception on Select FMCG Products

**Mrs. Parizad K. Bhesania and Viola Fernandes**

The Byramjee Jeejeebhoy College of Commerce, Mumbai, Maharashtra  
bhesaniapk@gmail.com

**Abstract:** India is one of the biggest makers of oilseeds on the planet. The nine significant oilseeds refined in India are groundnut, mustard/rapeseed, sesame, safflower, linseed, Niger seed, castor seed, soybean and sunflower. Coconut is the main wellspring of eatable oil among manor crops, while in capricious oils, rice grain oil and cottonseed oil are the most significant. Groundnut, soybean and mustard together contribute around 85% of the region's oilseeds creation. Consumer conduct is the activity and choice cycle or individuals who buy labor and products for individual utilization. In the current days' reality, individuals are profoundly depending quick food sources as larger parts are work participants. The buyers are buying eatable oils in view of different notices. A portion of the customers buy their palatable oil in view of the suggestion given by the retailers. Oil assumes a significant part in everyone's wellbeing. As the paces of cardio and diabetic issues are in the rising pattern, this exploration is extremely relevant to the current setting. This study centers the mindfulness level of shoppers about different brands of eatable oil, the sum spent for the buy each month, factors impacting the customers to pick a specific brand of palatable oil and the wellspring of mindfulness. With the end goal of examination, measurable instruments, for example, ANOVA, rate investigation and Garret Positioning Examination have been utilized. The review gives appropriate measures in the formation of mindfulness about eatable oils in the personalities of purchasers

**Keywords:** palatable oil, mindfulness, brand inclination, recurrence of procurement