

A Study on Consumer Buying Behaviour towards Fast-Moving Consumer Goods in Tumakuru District

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Abstract: *Fast-Moving Consumer Goods (FMCGs) constitute an important part of consumers' daily expenditure and include products such as food items, beverages, personal-care products and household goods. Consumer buying behaviour towards FMCGs is influenced by several factors including price, quality, brand image, availability, packaging, promotional offers and advertising. The present study examines the buying behaviour of consumers towards FMCGs in Tumakuru District of Karnataka. The study proposes to analyze the factors influencing purchase decisions, consumer preferences, frequency of purchase and the relationship between demographic characteristics and buying behaviour. For the model empirical analysis, data from 200 consumers are presented through percentage analysis, weighted mean ranking and chi-square analysis. The study indicates that product quality, reasonable price, availability and brand reputation are important considerations in FMCG purchases. The study suggests that FMCG companies should concentrate on product quality, competitive pricing, effective distribution and consumer-oriented promotional strategies.*

Keywords: Consumer Behaviour, FMCG, Purchasing Behaviour, Brand Preference, Price, Quality, Tumakuru District.

I. INTRODUCTION

Fast-Moving Consumer Goods are products that are purchased frequently, consumed rapidly and generally sold at comparatively affordable prices. FMCGs include food products, beverages, toiletries, personal-care products, detergents and other household items. These products form an essential part of everyday consumption.

The FMCG sector operates in a highly competitive environment. Consumers have access to a large number of brands and product alternatives. Consequently, understanding consumer buying behaviour has become important for manufacturers, marketers and retailers.

Consumer buying behaviour refers to the process through which individuals identify their needs, search for alternatives, evaluate products, make purchasing decisions and assess their satisfaction after purchase. In the case of FMCGs, decisions are often influenced by product quality, price, brand, availability, packaging, advertisements, discounts and recommendations from family and friends.

Tumakuru District has a combination of urban, semi-urban and rural markets. Differences in income, occupation, education, age and location may influence consumers' purchasing patterns. Therefore, studying FMCG buying behaviour in Tumakuru District can provide useful information for marketers and researchers.

II. STATEMENT OF THE PROBLEM

The FMCG market provides consumers with numerous brands and product choices. Consumers may change their preferences according to price, quality, promotional schemes, brand image and product availability.



The increasing availability of products through supermarkets, local retailers and online channels has further expanded consumer choice. Hence, it is necessary to understand the factors that influence consumers while purchasing FMCGs in Tumakuru District.

The present study therefore focuses on the following question:

What are the major factors influencing consumer buying behaviour towards FMCGs in Tumakuru District?

III. OBJECTIVES OF THE STUDY

1. To study the buying behaviour of consumers towards FMCGs in Tumakuru District.
2. To identify the major factors influencing consumers' FMCG purchase decisions.
3. To examine consumers' preferences for different FMCG product categories.
4. To study the influence of price, quality, brand, availability, packaging and promotion on purchase decisions.
5. To examine the relationship between selected demographic characteristics and consumer buying behaviour.
6. To suggest suitable measures for FMCG companies and retailers.

IV. HYPOTHESES OF THE STUDY

H₀₁-There is no significant association between consumers' age and their preference for branded FMCG products.

H₀₂-There is no significant association between monthly income and consumers' purchase frequency of FMCG products.

H₀₃-There is no significant relationship between product quality and consumers' purchase decisions.

V. SCOPE OF THE STUDY

The study is confined to consumers purchasing FMCG products in Tumakuru District. The study covers major FMCG categories such as: Food products, Beverages, Personal-care products Household cleaning products, packaged grocery products

The study considers demographic characteristics such as age, gender, education, occupation and monthly income.

VI. RESEARCH METHODOLOGY

6.1 Research Design-The study adopts a **descriptive and analytical research design**.

6.2 Area of the Study-The geographical area of the study is **Tumakuru District, Karnataka**.

6.3 Sample Size-For the model study, a sample of **400 consumers** is considered.

6.4 Sampling Method-A combination of **convenience and purposive sampling** may be used for collecting responses from consumers in selected urban, semi-urban and rural areas.

6.5 Sources of Data

Primary Data: Collected through a structured questionnaire administered to FMCG consumers.

Secondary Data: Books, research articles, government publications, reports, journals and relevant institutional publications.

Tools for Analysis-Percentage analysis ,Weighted Mean ,Ranking technique ,Chi-square test Correlation analysis ,Graphical presentation

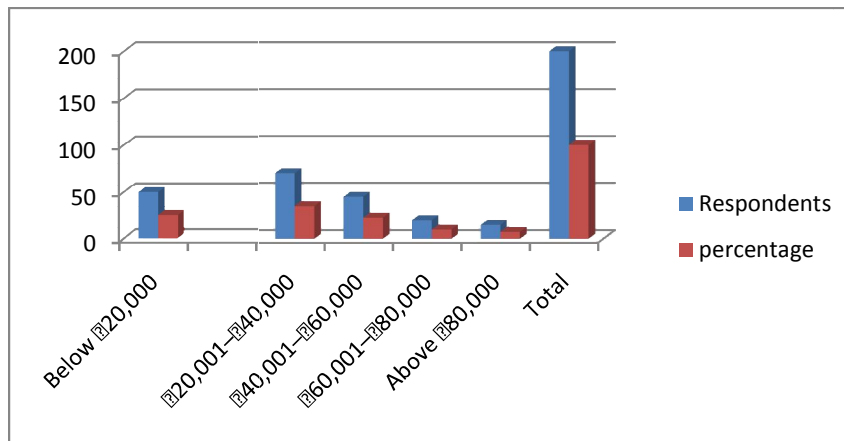
VII. DEMOGRAPHIC PROFILE OF RESPONDENTS

Table 1: Age-wise Classification of Respondents

Age Group	Respondents	Percentage
Below 25 years	40	20.0
25-35 years	60	30.0
36-45 years	50	25.0
46-55 years	30	15.0



Above 55 years	20	10.0
Total	200	100.0



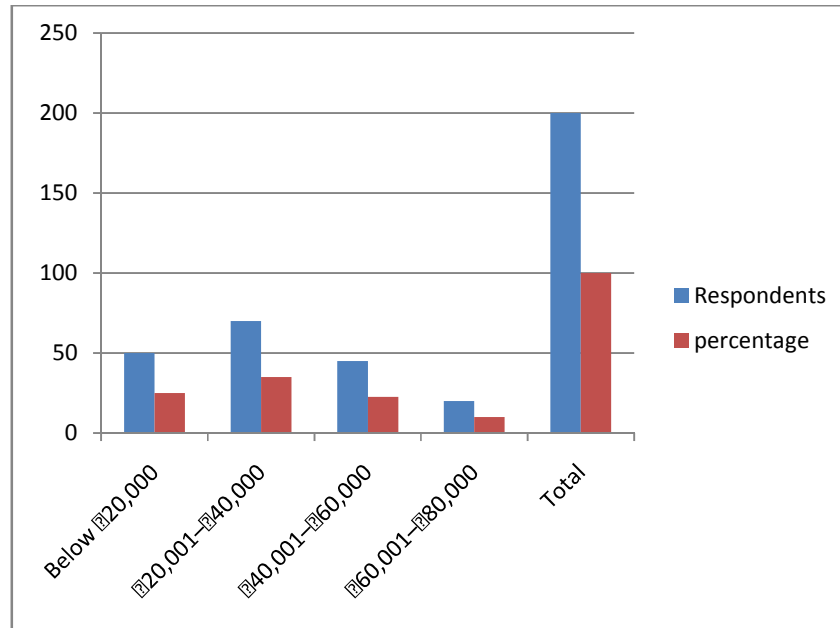
Interpretation: The table shows that the largest group consists of respondents aged 25–35 years, accounting for 30 per cent of the sample. Respondents aged 36–45 years account for 25 per cent, while those below 25 years constitute 20 per cent.

VIII. MONTHLY INCOME OF RESPONDENTS

Table 2: Income-wise Classification

Monthly income Group	Respondents	percentage
Below 20,000	50	25.0
20,001–40,000	70	35.0
40,001–60,000	45	22.5
60,001–80,000	20	10.0
Above 80,000	15	7.5
Total	200	100.0





Interpretation:

The largest proportion of respondents belongs to the ₹20,001-₹40,000 monthly income group. This indicates that middle-income consumers constitute an important segment of the FMCG market.

IX. PREFERRED FMCG PRODUCT CATEGORY

Table 3: Product Category Preferred by Consumers

Product Category	Respondents	Percentage
Food products	65	32.5
Personal-care products	42.5	21.25
Household products	37.5	18.75
Beverages	32.5	16.25
Packaged groceries	22.5	11.25
Total	200	100.0

Interpretation:

Food products constitute the largest category among the respondents. Personal-care and household products are also significant FMCG categories.

X. FACTORS INFLUENCING FMCG PURCHASE

Table 4: Major Factors Influencing Purchase Decision

Factor	Weighted Mean Score	Rank
Product quality	4.32	I
Price	4.18	II
Brand reputation	4.05	III
Availability	3.96	IV
Product benefits	3.82	V
Promotional offers	3.64	VI



Packaging	3.48	VII
Advertising	3.35	VIII

Interpretation:

The illustrative analysis indicates that **product quality** receives the highest weighted mean score, followed by price and brand reputation. Advertising receives a comparatively lower score. This suggests that consumers may give greater importance to the actual value and quality of FMCG products than to advertising alone.

XI. FREQUENCY OF FMCG PURCHASES

Table 5: Frequency of Purchase

Frequency	Respondents	Percentage
Daily	32.5	16.25
Weekly	90	45.00
Fortnightly	42.5	21.25
Monthly	27.5	13.75
Occasionally	7.5	3.75
Total	200	100.0

Interpretation:

Weekly purchases constitute the largest category, accounting for 45 per cent of respondents. This reflects the regular consumption nature of FMCG products.

XII. PREFERRED PLACE OF PURCHASE

Table 6: Place of Purchase

Place	Respondents	Percentage
Local retail shop	75	37.50
Supermarket	62.5	31.25
Departmental store	25	12.50
Online platforms	27.5	13.75
Other	10	5.00
Total	200	100.0

Interpretation:

Local retail shops account for the largest share of purchases, followed by supermarkets. Online purchasing represents a smaller but significant portion of the sample.

XIII. BRAND PREFERENCE

Table 7: Consumer Preference for Brands

Preference	Respondents	Percentage
Strongly prefer branded products	52.5	26.25
Prefer branded products	82.5	41.25
Neutral	35	17.50
Prefer local/unbranded products	22.5	11.25
Strongly prefer local/unbranded	7.5	3.75
Total	200	100.0

Interpretation:

A substantial proportion of respondents express a preference for branded FMCG products. Brand reputation can therefore play an important role in consumer decision-making.



XIV. SATISFACTION WITH FMCG PRODUCTS

Table 8: Consumer Satisfaction

Satisfaction Level	Respondents	Percentage
Highly satisfied	45	22.50
Satisfied	102.5	51.25
Neutral	32.5	16.25
Dissatisfied	15	7.50
Highly dissatisfied	05	2.50
Total	200	100.0

Interpretation:

The illustrative results show that 73.75 per cent of respondents fall into the satisfied or highly satisfied categories.

XV. CHI-SQUARE ANALYSIS

Hypothesis

H_0 : There is no significant association between monthly income and FMCG purchase frequency.

H_a : There is a significant association between monthly income and FMCG purchase frequency.

For the actual research paper, a contingency table should be prepared from the collected responses and the chi-square statistic calculated.

Decision rule:

If the calculated significance value (p-value) is less than 0.05, H_0 is rejected. If it is greater than 0.05, H_0 is not rejected.

Note: The numerical chi-square result should be calculated from the actual questionnaire responses. It should not be fabricated merely to complete the paper.

XVI. MAJOR FINDINGS

1. Consumers purchase FMCG products frequently, with weekly purchases forming the largest group.
2. Food products represent an important FMCG category.
3. Product quality is identified as an important consideration in purchase decisions.
4. Price is another major factor affecting consumer choice.
5. Brand reputation influences the purchase decisions of many respondents.
6. Local retail shops remain an important purchase channel.
7. Supermarkets constitute another significant channel.
8. Online FMCG purchasing is present among consumers but represents a smaller share in the illustrative sample.
9. A considerable proportion of consumers express satisfaction with FMCG products.
10. Promotional offers and advertising influence purchasing behaviour, but their importance may vary across consumers.

XVII. SUGGESTIONS

1. FMCG companies should maintain consistent product quality.
2. Companies should adopt competitive and reasonable pricing strategies.
3. FMCG products should be made easily available through both traditional and modern retail channels.
4. Companies should strengthen their distribution networks in rural and semi-urban markets.
5. Promotional schemes should provide genuine value to consumers.
6. Packaging should provide clear information about price, quantity, ingredients and expiry date.
7. Companies should use digital marketing along with conventional advertising.



8. Retailers should maintain adequate stocks of frequently purchased FMCG products.
9. Consumer feedback should be regularly collected and analyzed.
10. FMCG companies should develop products according to changing consumer needs.

XVIII. LIMITATIONS OF THE STUDY

1. The study is restricted to Tumakuru District.
2. Consumer behaviour may change over time.
3. The study depends on respondents' stated opinions and preferences.
4. Sampling limitations may affect the generalization of findings.
5. Different FMCG categories may have different purchasing patterns.

XIX. CONCLUSION

Consumer buying behaviour is an important factor determining the success of FMCG companies. Consumers evaluate products on the basis of several factors, particularly quality, price, brand reputation and availability. The present study of consumers in Tumakuru District highlights the importance of understanding local consumer preferences.

The FMCG market is dynamic and consumer expectations continue to change. Companies therefore need to focus not only on advertising but also on product quality, reasonable pricing, and distribution efficiency and consumer satisfaction. Understanding differences among consumers based on demographic and socio-economic characteristics can help companies design more effective marketing strategies.

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