



A Study on Customer Purchase Power and Service Satisfaction Towards Fmcg Products with Special Reference to Coimbatore City

KEYWORDS

FMCG and Production

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ABSTRACT *The FMCGs, such as meat, fruits and vegetables, dairy products, and baked goods, are highly perishable. Other goods, such as alcohol, toiletries, pre-packaged foods, soft drinks, chocolate, candies, and cleaning products, have high turnover rates. The sales are sometimes influenced by some holidays and season products.*

Introduction

Fast-moving consumer goods (FMCG) or consumer packaged goods (CPG) Are products that are sold quickly and at relatively low cost. Examples include non-durable goods such as soft drinks, toiletries, over-the-counter drugs, processed foods and many other consumables. In contrast, durable goods or major appliances such as kitchen appliances are generally replaced over a period of several years. FMCG have a short shelf life, either as a result of high consumer demand or because the product deteriorates rapidly. Some FMCGs, such as meat, fruits and vegetables, dairy products, and baked goods, are highly perishable. Other goods, such as alcohol, toiletries, pre-packaged foods, soft drinks, chocolate, candies, and cleaning products, have high turnover rates. The sales are sometimes influenced by some holidays and season. Though the profit margin made on FMCG products is relatively small (more so for retailers than the producers/suppliers), they are generally sold in large quantities; thus, the cumulative profit on such products can be substantial. FMCG is a classic case of low margin and high volume business.

Statement of the problem

The researcher felt that it is suitable to study the market condition of Fast Moving Consumer Goods view of customer. This study will help to gain knowledge on issues such as the primary factors influencing customer purchase power and after sales product service of FMCG products.

Scope of the study

This study aims in assessing the customer's purchasing power and after sales product service of the Fast Moving Consumer Goods. This study also covers the customer's opinion about the Fast Moving Consumer Goods in Coimbatore city.

Objective of the study

- To Study on Respondents Socio-Economic Status.
- To Study on Respondents Purchase power towards FMCG Products.
- To find out Satisfaction level of service provided by them.

Limitation of the study

This research based on using collection of data is primary data and also this data is not give to permanent solution and this research covered on Coimbatore city and sample size is 100.

Research Methodology

Research Design: It is purely and simply the frame work on plan for the study is that guides the collection and analysis of data. The research design used here is the exploratory research design. Exploratory research is most commonly unstructured, "informal" research that is undertaken to gain background information about the general nature of the research problem.

Data collection

Primary data

The primary data are those which are collected a fresh and for the first time and thus happen to be original in character. There are several methods of collecting primary data in surveys and descriptive researches.

Secondary data

Besides the primary data, secondary data was also collected for the study. Websites, books, leading journals and magazines were referred for this purpose from the library to facilities proper understanding of the conceptual frame work and profile of the product and study area.

Sample Size

It refers to the number of items to be selected from the universe to constitute a sample here the sample size is 100 respondents.

Area of the Study

The area of the study refers to Coimbatore City.

Tools Used

I. Simple Percentage

The frequency distribution (Descriptive/ percentage analysis) of the variables were calculated with the help of simple percentage, by writing the $f_a = \frac{f}{n} \times 100$, f denotes the number of respondents, and n denotes the total number of sample population.

II Chi square

Cross tabulation and Chi square:

The cross tabulation procedures form the basis for two way and measure the association for two – way tables. In this it forms an association between the factors of demographics and the selected factors.

Findings

Simple percentage analysis

- Majority of the respondents (60%) are male.

- Majority (69%) of the respondents belong to 21-35 age groups.
- Majority (65%) of the respondents are married.
- Majority (66%) of the respondents are graduates.
- Majority (51%) of the respondents are salaried.
- Majority (59%) of the respondents are belongs to joint family.
- Majority (49%) of the respondents are four members.
- Majority (65%) of the respondents are two number of earning members.
- Majority (62%) of the respondents are shopping weekly.
- Majority (48%) of the respondents are influencing them by the own decision.
- Majority (50%) of the respondents are shopping based on offer.
- Majority (52%) of the respondents are satisfied durability of the product.
- Majority (54%) of the respondents are satisfied mode of delivery.
- Majority (48%) of the respondents are highly satisfied service provider by the seller.
- Majority (68%) of the respondents are not faced duplication of product.
- Majority (66%) of the respondents are not faced any problem with quality.
- Majority (70%) of the respondents are felt there is no customer service at the outlet.

Chi-Squire test

There is association between mode of purchase & frequency of purchase

Suggestion

This survey suggests that book is the most popular item on the FMCG basically provides the way consumers go shopping and purchase services and goods with reason-

Simple Percentage

S.No	Gender	%	S.No	Age	%	S.No	Marital status	%
1	Male	60	1	Below 20 Years	11	1	Married	65
2	Female	40	2	21-35	69	2	Un-Married	35
Total		100	3	36-50	10	Total		100
			4	Above 50	10			
	Total		100					
S.No	Educational Qualification	%	S.No	Mode of Income	%	S.No	Family Type	%
1	School Level	20	1	Salaried	51	1	Joint Family	59
2	Graduation	66	2	Self Employed	24	2	Nuclear Family	41
3	Post Graduation	10	3	Professional	20	Total		100
4	Professionals	4	4	Any others	5			
Total		100	Total		100			
S.No	Number of Family Members	%	S.No	Number of Earning Members	%	S.No	Frequent of Shopping	%
1	One	2	1	One	20	1	Daily	18
2	Two	18	2	Two	65	2	Weekly	62
3	Four	49	3	Three	10	3	Fortnight	10
4	Six	16	4	Above Three	5	4	Monthly	10
5	Above Six	15	Total		100	Total		100
Total		100						

able price on the Internet. For some consumers, shopping and purchasing online have become part of their daily lives, while others may not even care about it.

Search discount sites like Overstock.com for the item you want before buying it elsewhere. These retailers purchase excess items that manufacturers couldn't unload on other retailers at a discount and generally pass the savings onto customers. Don't be afraid of purchasing refurbished items either this is often just another word for surplus inventory source.

It's a reasonable requirement, but some restocking fees are easier to swallow than others. While some retailers charge up to 25 percent or more, a fee of 15 percent of the price you paid for the returned item has become customary for intensively packaged products, like electronics. Before proceeding to checkout, familiarize yourself with the retailer's return policies, which should be explicitly stated somewhere on its Web site.

Most credit card companies now offer single-use credit card numbers for FMCG. These expire after one purchase and only your credit card company knows which account it's linked to.

Conclusion

This Study conclude that purchase power and after purchase service of product using FMCG and covers with buyers after sales and service, problem of product. the various parameter using statistical tools for using simple percentage and also this study covered most of the respondents comes under male categories and most them purchases offer time purchases decision making is his own decision and most of the respondents feel to durability of product purchased and after ordering product delivery is feel to very quickly after that service also better service.

S.No	Influence of Shopping	%	S.No	Shopping of your product	%	S.No	Durability of Product	%
1	Own decision	48	1	Offer	50	1	Highly Satisfied	18
2	Family members	32	2	Discount	25	2	Satisfied	52
3	Friends and relatives	10	3	Season	10	3	No opinion	18
4	Advertisement	5	4	Brand	15	4	Dissatisfied	6
5	Peer pressure	5	Total		100	5	Highly Dissatisfied	6
Total		100				Total		100
S.No	Mode of Delivery	%	S.No	Service of seller	%	S.No	Duplication of product	%
1	Highly Satisfied	26	1	Highly Satisfied	48	1	Yes	32
2	Satisfied	54	2	Satisfied	26	2	No	68
3	No Opinion	6	3	No Opinion	11	Total		100
4	Dissatisfied	5	4	Dissatisfied	8	S.No	Problem with quality of the product	No of Respondents
5	Highly Dissatisfied	9	5	Highly Dissatisfied	7	1	Yes	34
Total		100	Total		100	2	No	66
						Total		100
S.No	Problem in Customer Service	No of Respondents						
1	Yes	30						
2	No	70						
Total		100						

Chi-square Test

The following table shows the chi-square test for Mode of income & Frequent of purchase

Particulars	Frequency of Purchase				
	Daily	Weekly	Fortnight	Monthly	Total
Salaried	15	8	7	10	40
Business	13	8	7	4	32
Professionals	8	4	6	2	20
Others	3	2	1	2	8
Total	39	22	21	18	100

Null Hypothesis H0:

There is no association between mode of income and frequency of purchase.

Alternative Hypothesis H1:

There is association between mode of income and frequency of purchase.

Level of Significance:

If $\alpha = 5\%$, $\chi^2 = 0.05$

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.149	9	.024

The above chi-square table source that the calculated table value is 19.149 at the df value is 2.31 so there is null hypotheses is rejected and alternate hypotheses is accepted.

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