CUSTOMERS SATISFACTION TOWARDS SELECTIVE FMCG PRODUCTS WITH SPECIAL REFERENCE TO MADURAI CITY

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ABSTRACT

FMCG industry, alternatively called as CPG (Customer Packaged Goods) industry primarily deals with the production, distribution and marketing of Customer packaged goods.The present study target of Madurai City Customers, understanding their behaviour helps to identify the preference.In the mean time, the level of income and size of the family also affects the purchase behavior of the Customers which determines their standard of living. Objectives of the study,to analyze the level of satisfaction towards selected FMCG products.Primary data required for the study were collected from the FMCGCustomers who are located in Madurai City. Secondary data were collected for the present study with references to the objectives chosen for the study, such as literature reviews from various thesis, journals, magazines, books and websites etc. Findings of the study,One-way ANOVA was applied to find whether there was any significant difference between groups and within groups in overall customer satisfaction score. All the ten variables had F values greater than the table value at 1% level of significance. It is inferred that there is a significant difference among the groups with respect to quality of the products. Conclusions of the study, Customer are the king of the market, superiors in an organization and Goose laying Eggs. Customer satisfaction plays a significant role in modern marketing era. FMCG is an important product for the day to dayconsumption of the customers.

INTRODUCTION

FMCG industry, alternatively called as CPG (Customer Packaged Goods) industry primarily deals with the production, distribution and marketing of Customer packaged goods. These are products that have a quick turnover, and relatively low cost. Customers generally put less thought into the purchase of FMCGthan they do for other products. Though the absolute profit made on FMCG regular intervals. The most common in this list are toilet soaps, detergents, shampoos, toothpaste, shaving products, shoe polish, packaged foodstuff, and household accessories and extends to certain electronic goods. These items meant for daily use of frequent consumption, from making efforts to reach out to the poorer section of Customers through distribution of smaller pack sizes, innovations like single use sachets, to developing innovative products to cater to regional or local taste and the needs of niche Customers. There are many significant contributions both directly and indirectly that the industry has on the Indian economy. The Indian FMCG industry, with an estimated market size of '2 trillion, accounts for the fourth largest sector in India.

SCOPE OF THE STUDY:

The present study target of Madurai City Customers, understanding their behaviour helps to identify the preference. This study would help to explore the consumption patterns, purchasing behaviour and motives for selection of FMCG product. The insight will help the manufactures to adopt new strategies which would help not only to attract new customer but also the maintain the loyalty of the existing customer, as in the present competitive scenario the Customer are prepared to choose their right product not only based on their needs but also on the basic of personal interest shown by the manufactures on them. An excellent example is a newspaperevery day's newspaper carries different content, making one useless just one day later, necessitating a new purchase every day.

STATEMENT OF THE PROBLEM

Now a day's many varieties of food products like tea & coffee power, cooking oil, health drinks, soft drinks and biscuits etc, personal care products like toothpaste & brush, bath soap, shampoo, hair oil, cosmetics etc and house hold care products like washing powder, detergent soap, dishwashing bar, floor cleaner, toilet cleaner and mosquito re-fillers etc are available in the market but the users are not in a position to identify and select a particular brand. Hence because of this all FMCG companies undertakes various strategies to deliver their product information to the Customers through internal and external sources. In spite of this only some of the sources induce them to buy those products. In the mean time, the level of income and size of the family also affects the purchase behavior of the Customers which determines their standard of living. To aim of the study was to obtain "Customer Satisfaction towards Selective FMCG Products with Special Reference to Madurai City"

OBJECTIVES OF THE STUDY

1. To analyze the level of satisfaction towards selected FMCG products.

.2. Tooffer suitable conclusions and suggestions for improving the purchase of Fast Moving Customer Goods based on the findings of the study.

METHODOLOGY

This study is a combination of both descriptive and analytical. The data required for this study was collected from primary as well as secondary sources. Primary data required for the study were collected from the FMCGCustomers who are located in Madurai City. The secondary data were collected for the present study with references to the objectives chosen for the study, such as literature reviews from various thesis, journals, magazines, books and websites etc.For the purpose of the study, Customers are considered and data were collected using questionnaire. As regards Customers, 140 respondents were selected and for this purpose, proportionate random sampling method is used. A pilot study was undertaken with the use of interview schedule. The schedule was pretested and final schedule was prepared. The respondents were contacted in person and information required for the study was collected to install confidence and to ensure

their cooperation in getting the information. The purpose of the study was explained to the respondents and they were assured that the information collected from them would be confidential. The collected primary data were analyzed with the help of the following statistical tools to fulfill the objectives of the study. Descriptivestatistics, ANOVA.

Table – 1

OVERALL CUSTOMER SATISFACTION TOWARDS THE FMCG PRODUCTS -

MEAN SCORE DESCRIPTIVE STATISTICS

Customer Perception	N	Minimum	Maximum	Mean	S.D
Overall score	140	10.00	17.00	6.09	1.95

(Based on the above table Low, Medium, High level of perception was arrived)

Table shows that the scores of the respondents vary from a minimum of 10 to a maximum of 17. The respondents were grouped into 3 major types namely customers with low, medium and high level of satisfaction. For the purpose Mean and Standard Deviation was calculated. The respondents who obtained a Mean score of – 0.5, Standard Deviation was grouped as low level of satisfaction and the respondents who score more than Mean +0.5 Standard Deviation was grouped as high level of satisfaction. The scores of the respondents falling between Mean -0.5 Standard Deviation and Mean +0.5 Standard Deviation was grouped as Medium level of perception.

TABLE - 2

OVERALL CUSTOMER SATISFACTION TOWARDS FMCG PRODUCTS-ANOVA

Variables		Overall Customer Satisfaction				
		ANOVA				
		Sum of Squares	dF	Mean Square	F	Sig.
QUALITY	Between Groups	417.259	2	208.630	27.872	.000
	Within Groups	448.234	137	.751		
	Total	865.493	139			
BRAND	Between Groups	459.770	2	229.885	38.250	.000
	Within Groups	360.924	137	.605		
	Total	820.693	139			

PRICE	Between Groups	493.778	2	246.889	34.299	.000
	Within Groups	430.596	137	.721		
	Total	924.373	139			
CUSTOMER SERVICE	Between Groups	248.836	2	124.418	11.624	.000
	Within Groups	620.924	137	1.040		
	Total	869.760	139			
PERSONALITY OF THE LIFE STYLE	Between Groups	214.988	2	107.494	10.817	.000
	Within Groups	584.372	137	.979		
	Total	799.360	139			
ADVERTISEMENT	Between Groups	97.655	2	48.828	32.021	.000
	Within Groups	910.345	137	1.525		
	Total	1008.000	139			
GIFT COUPONS	Between Groups	359.919	2	179.960	13.752	.000
	Within Groups	779.921	137	1.306		
	Total	1139.840	139			
MOTIVATION FOR BUY	Between Groups	712.529	2	356.264	92.137	.000
	Within Groups	228.911	597	.383		
	Total	941.440	599			
PERSONAL EXPERIENCE	Between Groups	807.267	2	403.634	89.222	.000
	Within Groups	268.573	597	.450		
	Total	1075.840	599			

Source: Primary Data.

One-way ANOVA was applied to find whether there was any significant difference between groups and within groups in overall customer satisfaction score. All the ten variables had F values greater than the table value at 1% level of significance. It is inferred that there is a significant difference among the groups with respect to quality of the products. Hence the null hypothesis is rejected and the alternative hypothesis is accepted. From the overall satisfaction of the customer score whose frequency was above out of ten variables were quality, brand, price, customer service price off offer, advertsiment,etc provided by the FMCG products.

SUGGESTIONS OF THE STUDY

- The most of the respondents were highly satisfied with the quality of the FMCG products. So it is suggested that same standards is to be maintained.

- Factors like after sales service/customer service, advertisement and other factors are admired by the respondents, hence this feature has to be continued.
- From the study it is suggested to modify the price of the product competitively. So this factor has to be improved with a view to attract more customers and to retain the existing customers.
- The manufacturers should introduce more advertisement tactics to induce the people to prefer a particular brand.
- The sales promotion offers are not impressive and hence the company should work towards providing more sales promotion offers to attract the customers.

CONCLUSION:

Customers are the king of the market, superiors in an organization and Goose laying Eggs. Customer satisfaction plays a significant role in modern marketing era. FMCG is an important product for the day to day consumption of the customers. Nowadays competition is going on with a flame of advertisement war. A lot of varieties of FMCG are being introduced by several producers. In these competition situations, some soap had evil effects due to a mixture of chemical compounds. People need quality of FMCG for which they are ready to have brand loyalty or switch over from one brand to another. In order to capture the needs of all the segments of people, the products are introduced in different quantity for perfect quality of users if it so, the soap, tooth paste, shampoo, health care products, skin care products, etc., will definitely bring more market potential for FMCG. According to his lifestyle and it becomes opportunity to marketers to fine tune their marketing offers and achieve high level of Customer acceptance and satisfaction. The emergence of urban and rural market with availability of many FMCG from inside and outside the nation impels us to measure the impact on change in lifestyle of Indian Customers.

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