

## **Consumer Brand Perception of Fast Moving Consumer Goods in Vellore Town**

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### **ABSTRACT**

The research paper focus on consumer brand perception of fast moving consumer goods in vellore town. Present situation most of the consumer suffering burden of economic crisis. Due to raise in price consumer difficult to meet the cost. A few fast moving consumer goods elect to conduct the research like rice, sugar and edible oil. In this research paper find the consumer knowledge about the product consumer expectation and consumer satisfaction level of the FMCG product. Consumer needs, taste and wants differ from one people to another people so the preference level testing on chi-square test, mean standard deviation and Regression analysis.

**KEY WORDS:** brand perception. Chi-square test, Regression analysis and mean standard deviation test.

### **1. INTRODUCTION**

Consumer behavior is contracts of sale are a contract whereby the seller transfers or agree in transfer the property in goods to the buyer for a price. The seller is the provider of goods and services to the society. Consumer behavior is not a static concept. No marketer can predict with certainty the behavior pattern of the consumers. If the market carries out a detailed analysis of the various determinants of consumer behaviors and brings out the product to satisfy the specific needs of the consumer, he may be successful.

### **NEED FOR CONSUMER AWARENESS**

#### **POOR QUALITY GOODS**

Many businessmen deliberately bring out poor quality of goods. Some of these are unbranded. The market for electrical goods may be cited as an example.

#### **MANIPULATION OF THE PRICE**

It is not uncommon to find out the same product being sold at different prices in different places. A bottle of 500-ml petrol may be sold at Rs.35 at bunk shop, at Rs. 50 in rural areas. The consumer usually pays the price demanded by the sellers.

#### **BLACK MARKETING AND HOARDING**

Marketers do resort to block marketing essential goods. They do this to create an artificial demand for such goods. This result in a rice in price. The victim is the innocent buyer. Rice, sugar, butter, edible oil, onion etc., are the product the supply of which is deliberately with held by the seller.

## **DUPLICATE GOODS**

The market is flooded with lot of fake and duplicate goods. The presence of duplicate goods is quite common in the market for electrical and electronic goods, auto spares and so on.

## **FACTOR INVOLVED IN BUYING DECISION OF CONSUMER**

### **QUALITY**

Most buyer are quality conscious. Such people want to buy only branded goods. They may not main a high price.

### **PRICE**

People who are price conscious want to buy from the cheapest sources. They may not give any importance for the brand name.

### **QUANTITY**

Based on the quantity purchased, consumer may be classified into small buyer, medium buyer and large buyer.

### **SELLER'S IMAGE**

Some buyers are specific about the seller's image. They buy always from a particular merchant. On the other hand there are people who may buy from different shops.

### **SHOPPING COMFORTS**

The elite class is always particular about shipping comforts. Such people expect facilities like a conditional show room, self services, acceptances of credit cards and so on. It is only to satisfy such people that the departmental stores have come to be started in big cities and town.

## **2. OBJECTIVES OF THE STUDY**

1. To find out brand perception level of consumer towards FMCG product of Rice, Sugar and Edible oil.
2. To know the consumer opinion spent more cost for buying the FMCG product of Rice, Sugar and Edible oil.
3. To Analyses the brand level of rice, sugar and edible oil.

## **RESEARCH DESIGN**

The researcher is conduct random sampling method. The consumer perception level of Fast moving consumer goods at Vellore district. The consumer spent part of the cost for buyg rice, sugar, edible oil. In this research paper mainly focus on upper class, middle class and lower class people those who are living in the vellore district.

**SAMPLE SIZE**

The research purpose collected the information of 500 upper class, middle class and lower class people in vellore district. The consumer classification made on the basis of income of the people. The income should be differ one consumer to another so the purchasing power also differ.

**PRIMARY DATA**

The data collect from the vellore district consumer. The questionnaire method used to collect the information. Primary data collected through structured questionnaire. Questionnaires were distributed to the respondents directly.

**SECONDARY DATA**

Secondary data is second-hand information. It was collected from the books, magazines, newspapers, journals and websites etc. It is less expensive and collected within a short period.

**STATISTICAL TOOLS USED**

The research Paper is analysis through the help of statistical tools are Mean, Standard deviation, Regression analysis and chi-square test.

**ANALYSIS AND INTERPRETATION**

This chapter analyses the brand perception, brand equity and consumer performance of customers towards the selected fast moving consumer goods.

**MONTHLY INCOME AND BRAND PERCEPTION**

<b>MONTHLY INCOME</b>	<b>NO. OF RESPONDENTS</b>	<b>%</b>	<b>MEAN</b>	<b>MIN</b>	<b>MAX</b>	<b>S.D.</b>
Below Rs.10000	142	28.40	71.52	52	87	8.35
Rs.10001 to Rs.20000	181	36.20	73.15	34	90	11.39
Rs.20001 to Rs.30000	122	24.40	72.58	49	88	8.97
Rs.30001 to Rs.40000	33	6.60	73.79	54	85	9.63
Above Rs.40001	22	4.40	68.95	58	87	9.21
Total	500	100.00	72.41	34	90	9.83

**TABLE NO 1**

From the above table infer that monthly income and brand perception, below R.10,000 income group of people brand perception level is28.40%.The mean value is 71.52 with the minimum score of 52, and the maximum score of 87 while the standard deviation was 8.35.

The income of R.10,001 to Rs.20,000 of people brand perception level is 24.40%. The mean

value is 73.15 with the minimum score of 34, and the maximum score of 90 while the standard deviation was 11.39.

The income of Rs.30,001 to Rs,40,000 income group of people brand perception level is 28.40%. The mean value is 72.58 with the minimum score of 49, and the maximum score of 88 while the standard deviation was 8.97.

The income of Rs.30,001 to Rs,40,000 income group of people brand perception level is 6.60%. The mean value is 73.79 with the minimum score of 54, and the maximum score of 85 while the standard deviation was 9.63.

The income above Rs,40,001 brand perception level is 4.40%. The mean value is 68.95 with the minimum score of 58, and the maximum score of 87 while the standard deviation was 9.21.

**NULL HYPOTHESIS**

There is no association between gender and Consumer opinion are most of the cost spent by the family towards Fast Moving Consumer Goods

**CHI-SQUARE TEST FOR ASSOCIATION BETWEEN GENDER AND CONSUMER OPINION ARE MOST OF THE COST SPENT BY THE FAMILY TOWARDS FAST MOVING CONSUMER GOODS**

GENDER	CONSUMER OPINION ARE MOST OF THE COST SPENT BY THE FAMILY TOWARDS FAST MOVING CONSUMER GOODS				CHI-SQUARE VALUE	P-VALUE
	SUGAR	RICE	EDIBLE OIL	TOTAL		
Male	100 (29.2%) [73.3%]	234 (63.8%) [73.6%]	26 (7.1%) [53.1%]	360	9.090	0.011*
Female	35 (26.7%) [26.7%]	83 (57.5%) [26.4%]	22 (15.8%) [46.9%]	140		
Total	135	317	48	500		

**TABLE NO 2**

- Note: 1. The value within ( ) refers to Row percentage.  
2. The value with in [ ] refers to column percentage.  
3. \*\* Denotes significant at 5% level.

Since P value is less than 0.05, the null hypothesis is rejected at 5% level of significance. Hence, concluded that there is association between gender and Consumer opinion are most of the cost spent by family towards Fast Moving Consumer Goods. The above table shows as per row percentage, the male consumer are of the opinion that, 29.2% cost spent to buy the sugar, followed by 63.8% cost spent to buy rice and 7.1% cost spent to buy edible oil. The female consumer are of the opinion that, 26.7% of the cost spent in sugar, followed by 57.5% cost spent in rice and 15.8% cost spent in edible rice. Most of the consumers are of the opinion that their spent most of the cost spent to buy the rice.

**CONSUMER BRAND PERCEPTION IS IMPACT ON FMCG PRODUCT OF RICE, SUGAR AND EDIBLE OIL**

S.NO	IMPACT ON RICE, SUGAR, EDIBLE OIL	MEAN	S.D
1.	Price of the product	3.25	1.07
2.	Quality of the product	3.07	0.95
3.	Quantity of the product	2.92	1.08
4.	Brand name of the product	2.91	1.22

Source: Primary data

**TABLE NO 3**

It is portrayed that the mean value of the consumer brand perception impact on the FMCG product ranges from 2.91 to 3.25 during the study period among the consumers. Price of the product had higher mean and affects the goodwill of the company result least mean of the consumer Brand name of the product. The high rate of consumer brand perception Brand name of the product is least standard deviation indicating that the Quality of the product affecting the fast moving consumer goods Brand name of the product shows higher standard deviation indicating the inconsistent consumer perception impact on the fast moving consumer goods.

**MULTIPLE REGRESSION ANALYSIS OF CONSUMER BRAND PERCEPTION ARE ON RICE, SUGAR AND EDIBLE OIL OF CONSUMER FAST MOVING GOODS.**

Dependent variables: Consumer brand perception (y)

Independent variable: 1. Satisfaction of job (X1)

2. Sugar (X2)

3. Edible oils (X3)

Multiple R value : 0.622

R square value : 0.387

F value : 107.175

P value : <0.001\*\*

**MULTIPLE REGRESSION ANALYSIS OF CONSUMER BRAND PERCEPTION ARE ON RICE, SUGAR AND EDIBLE OIL OF CONSUMER FAST MOVING GOODS**

VARIABLE	UN STANDARDIZED CO-EFFICIENT	SE OF B	STANDARDIZED CO-EFFICIENT	T-VALUE	P-VALUE
Constant	104.570	3.729	_	28.045	<0.001**
X <sub>1</sub>	-0.604	0.065	-0.456	-9.267	<0.001**
X <sub>2</sub>	-0.120	0.026	-0.238	-4.653	<0.001**
X <sub>3</sub>	0.305	0.082	0.137	3.701	<0.001**

Note: \*\* Denotes significant at 1% level.

**TABLE NO 4**

The multiple correlation co-efficient is 0.622 which measures the degree of relationship between the actual values and the predicted values of consumer brand perception. Because the

predicted values are obtained as a linear combination of Rice ( $X_1$ ), sugar ( $X_2$ ), Edible oils ( $X_3$ ), the co-efficient value of 0.622 indicates that the relationship between consumer brand perception and one independent variable is quite strong and positive and two independent variables are negative.

The co-efficient determination R-square measures the goodness of fit of the estimated sample regression plan (SRP) in terms of the proportion of the variation in the dependent variables explained by the fitted sample regression equation. Thus, the value of R square is 0.387 simply means that about 38.7% of the variations in consumer brand perception of FMCG product is explained by the estimated SRP that uses Rice, sugar and Edible oils as the independent variables and R square value is significant at 1% level.

$$Y = 104.570 - 0.604X_1 - 0.120X_2 + 0.305X_3$$

The co-efficient of  $X_1$  is -0.604 which represent the partial effect of Rice on consumer brand perception of FMCG product, holding sugar and edible oils as constant. The estimated negative sign implies that such effect is negative that adjustment score would decrease by -0.604 for every units decrease in Rice and this co-efficient value is significant at 1% level.

The co-efficient of  $X_2$  is -0.120 which represent the partial effect of sugar of consumer brand perception of FMCG product, holding Rice and Edible oils as constant. The estimated negative sign implies that such effect is negative that adjustment score would decrease by -0.120 for every units decrease in sugar and this co-efficient value is significant at 1% level.

The co-efficient of  $X_3$  is 0.305 which represent the partial effect of Edible oils on consumer brand perception of FMCG product, holding Rice and sugar as constant. The estimated positive sign implies that such effect is positive that adjustment score would increase by 0.305 for every units increase in Edible oils and this co-efficient value is significant at 1% level.

## **FINDINGS**

- The Consumer income of Rs.10,001 to 20,000 mostly not aware compared to other customers about changes of prices, product quality and quantity etc.
- Since P value is less than 0.05, the null hypothesis is rejected at 5% level of significance. Hence, concluded that there is association between gender and Consumer opinion are most of the cost spent by family towards Fast Moving Consumer Goods
- The male consumer are of the opinion that, 29.2% cost spent to buy the sugar, followed by 63.8% cost spent to buy rice and 7.1% cost spent to buy edible oil.
- The female consumer are of the opinion that, 26.7% of the cost spent is sugar, followed by 57.5% cost spent in rice and 15.8% cost spent in edible rice.
- The co-efficient of  $X_1$  is -0.604 which represent the partial effect of Rice on consumer brand perception of FMCG product, holding sugar and edible oils as constant. The estimated negative sign implies that such effect is negative that adjustment score would decrease by -0.604 for every units decrease in Rice and this co-efficient value is significant at 1% level.

## **SUGGESTIONS**

- The middle level of income group people not aware about the product facilities and

usage, the brand manufacturing company have liable to create awareness to in this kind of consumer.

- The part of salary consumer spent to buy the fast moving consumer goods like purchase of rice, sugar, edible oil, dhal etc., the government should be determine constant level of price in the product because the price rate is not constant among the product.
- A Part of the consumer given preference for brand image so the consumer goods manufacturing company would like to keep goods brand and increase the present level of image into the society.
- Most of the consumer gives the respect of price rate, the consumer goods manufacturing company would fix the price on the based on quality and quantity of the product.

### **3. CONCLUSION**

In this research paper find out the consumer perception level in the vellore town areas. Vellore is one of the developing town areas in the state of Tamil Nadu. Most of the people working in industries in the nearby areas so the three kind of consumer living at vellore town. High level of brand awareness need for middle level of income groups high income group of people not worry about the price of the product they are expecting brand image of the goods. All kind of consumer before buying the product should be checking price, quality and quantity of product.

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