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## **An Investigation of Product & Price Factors Influences on Consumer Behaviour for Selected FMCG**

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### **Abstract**

*In the of marketing process both the buyer and seller give something (e.g. goods, services, money etc) to each other for maximum possible satisfaction. Though similar, consumers are unique in themselves; they have needs and want which are varied and diverse from one another; and they have different consumption patterns and consumption behaviour. There are different factors which influences different people in a particular situation. There are external and internal factors which influence consumers, but there are some other factors related with 4P's of marketing research which influences the behaviour of consumers. The study focus on the different Product and price factors that influences consumer behaviour for selected FMCG product in rural Hamirpur district of Himachal Pradesh.*

**Key words: Consumer Behaviour, Factors, Internal and External factors, Product, Price Fast Moving Consumer Goods FMCG.**

### **Introduction**

Marketing may be defined as the process of identifying customer needs and organizing all the resources to satisfy them. Similar consumers are unique in themselves; they can have different needs and wants and may have different consumption patterns. Certain other marketing concepts and techniques have originated due to this paradigm shift in marketing concept. This shift is a result of changed consumer behaviour, more focus on consumer preferences, perceptions, needs and wants. Stanton, 1967; Drucker, 1954; Levitt, 1960; and Kotler, 1967 a new concept of marketing named marketing concept was invented where more focus was on consumer rather than sales. The study of consumer mind Behaviour deals with the attitudes and perception of consumer. Therefore, a customer is defined in terms of a specific firm while the consumer is not (**Loudon and Bitta, 1993**).

### **Factors Influencing Consumer Behaviour**

The factors that influence consumer behaviour can be classified into internal factors (individual's factors) and external (environmental factors). The 4P's of marketing mix i.e. "Product, Price, Promotion, and Place acknowledge that marketing is customer focused. The products are developed to meet the desires of customers. How product and services meet the customer's need and want depends on product and product specification. Pricing is a process of applying prices and it should do three things: achieve the profitability of the company, have customer's buying at the price set, and sustain the merchandises position.

### **Review of Literature**

Dr. Surinder Singh Kundu in his study on(2013) "*Customers' Perception towards the Fast Moving Consumer Goods in Rural Market: An Analysis*" found 36 factors that affect the purchase of FMCG products. The rural buyers differ in their demographic, cultural, social, psychological, promotional and self concept factors. Dr. Vibhuti, Dr. Ajay Kumar Tyagi, Vivek Pandey examined on (2014) "A Case Study on Consumer Buying Behavior towards Selected FMCG Products" for marketing of FMCG consumers play a very important role. The FMCG sector is contributing a lot towards the India's GDP. In this study they have studied various factors which largely effected by various factors like product, place, price, promotion,

psychological and physiological. Dr. Tauseef Ahmad study (2011) on “*The Impulse Buying Behavior of Consumers For The FMCG Products In Jodhpur*” found various factors which effect the customer buying behavior in FMCG sector. Sulekha & Dr. Kiran Mor study on (2013) “*An Investigation of Consumer Buying Behavior for FMCG: An Empirical Study of Rural Haryana*” examined the factors which are considered by the rural consumers of Haryana’s four district i.e. Panipat, Jind, Kurukshetra and Gurgaon for the purchase of FMCG products.

### Research Objectives

The main research objective of this study is to analyse the Product and Price factors that influence the consumer’s i.e. male and female consumer for selected FMCG (bathing soap, shampoo toothpaste and cream).

### RESEARCH METHODOLOGY

The study conducted is an empirical enquiry. This research paper attempts to find out how Product and Price factors that influence the male and female consumers towards the selected FMCG (bathing soap shampoo toothpaste and cream). The study is based on primary data as well as secondary data. Primary data was collected through the structured questioners from Bhoranj block of Hamirpur District H.P. and secondary data was collected from books, journals, periodicals, articles, internet, etc. In this study the research method is used descriptive research the responded were selected on the basis of non random sampling and convince sampling. Which mean that the customers who were willing to answer the questionnaire were selected.

### Statistical analysis: -

To prove the hypothesis by Statistical analytical test after applying *Likerts scale* Interpretation the frequency was analyzed with one way ANOVA *Likert Scale* = Rank 5 is good that means is holds more significance ie. Strongly agree on attribute and benefits towards hair care product selection and rank is decreasing its expectancy. **Very Important (VI) Score (5), b) Important(I) Score (4) c) Neutral (N) Score (3) d) Not Important (NI) Score (2), e) Not At All Important (NAI) Score (1)**

### Data Analysis and Results

**Ho** = Hypothesis is, that there is no significant difference between Product factors that influences Male and female respondents for purchase of FMCG product in Bhoranj block of Hamirpur district

**Table no.1 Product Factors Influencing Consumer Behaviour in Purchase of FMCG Products male respondents of Bhoranj Block**

Product Factors Influencing Consumer Behaviour In Purchase Of FMCG Products Bhoranj Male								
	Factors	Total	VI (5)	I (4)	N(3)	NI(2)	NAI(1)	Total
<b>1 Product</b>	The product I purchased always Fulfils my expectation	30	47%	33%	7%	10%	3%	100%
	I prefer to buy to buy different product when particular brand which I buy is not available.	30	33%	30%	23%	7%	7%	100%
	Good colour packaging is important for me to buy a particular brand product	30	37%	33%	10%	13%	7%	100%
	My purchase decision do not change with seasonal variations	30	30%	20%	17%	23%	10%	100%
	I prefer to buy those products on which, I get credit facility irrespective of the brand	30	17%	17%	13%	30%	23%	100%
	I prefer to buy those products on which, I, I get credit facility irrespective of the Quality	30	17%	10%	17%	37%	20%	100%
	Product having good brand image	30	40%	30%	10%	13%	7%	100%
	Product having proper labelling which includes description, directions, warnings and ingredients.	30	43%	30%	3%	13%	10%	100%

Source: Questionnaire

It is clear from table no.1 those different factors of the product that influence consumer behaviour in Purchase of FMCG products for male respondents. Most of the male respondent's i.e. 47% of the male respondents are considering the factor the product they purchased always Fulfil their expectation is very important while purchasing FMCG product.

**Table no.2 Product Factors Influencing Consumer Behaviour in Purchase of FMCG Products female respondents of Bhoranj Block**

Product Factors Influencing Consumer Behaviour In Purchase Of FMCG Products								
Bhoranj Female								
	Factors	Total	VI (5)	I (4)	N(3)	NI(2)	NAI(1)	Total
1 Product	The product I purchased always Fulfils my expectation	35	40%	34%	14%	9%	3%	100%
	I prefer to buy to buy different product when particular brand which I buy is not available.	35	34%	23%	17%	14%	11%	100%
	Good colour packaging is important for me to buy a particular brand product	35	31%	29%	14%	17%	9%	100%
	My purchase decision do not change with seasonal variations	35	37%	29%	11%	14%	9%	100%
	I prefer to buy those products on which, I get credit facility irrespective of the brand	35	17%	14%	11%	31%	26%	100%
	I prefer to buy those products on which, I, I get credit facility irrespective of the Quality	35	17%	20%	9%	31%	23%	100%
	Product having good brand image	35	43%	37%	6%	11%	3%	100%
	Product having proper labelling which includes description, directions, warnings and ingredients.	35	40%	34%	11%	9%	6%	100%

Source: Questionnaire

Table no.2 reveals that different product factors influence consumer behaviour in Purchase of FMCG products for female respondents. Most of the female respondents i.e. 43% of the female respondents are considering Product having good brand image as a very important factor while purchasing FMCG product. On the second place The product which always Fulfils their expectation (40%) and Product having proper labelling which includes description, directions, warnings and ingredients factors are very important that influences the Purchase of FMCG products by female respondents of Bhoranj block.

**Table no.3 Anova on likert scale data**

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	27517.3	9	3057.478	36.03998	7.36E-23	2.016601
Within Groups	5938.5	70	84.83571			
Total	33455.8	79				

The results are concluded based on the p-values and a significance level of 0.05. It shows that that there is significant difference between product factors that influences Male and female respondents for purchase of FMCG product in Bhoranj block of Hamirpur district. Therefore, null hypothesis is rejected and alternative hypothesis is accepted because F value is greater than F crit.

**H<sub>0</sub>** = Hypothesis is, that there is no significant difference between Price factors that influences Male and female respondents for purchase of FMCG product in Bhoranj block of Hamirpur district

**Table no.4 Price Factors Influencing Consumer Behaviour in Purchase of FMCG Products male respondents of Bhoranj Block**

Price Factors Influencing Consumer Behaviour In Purchase Of FMCG Products								
Bhoranj Male								
	Factors	Total	VI (5)	I (4)	N(3)	NI(2)	NAI(1)	Total
2. Price	The products which are low priced are not always inferior in quality.	30	40%	27%	10%	17%	7%	100%
	Shopkeeper always charged high.	30	37%	33%	10%	13%	7%	100%
	More quantity in same price	30	40%	37%	13%	7%	3%	100%
	The products which are discounted are not always outdated.	30	40%	30%	13%	10%	7%	100%

Source: Questionnaire

It is clear from table no.4 that different price factors that influence consumer behaviour in Purchase of FMCG products for male respondents. Most of the male respondent's i.e. 40% of the male respondents are considering the factors products which are low priced are not always inferior in quality, more quantity at same price and the products which are discounted are not always outdated very important while purchasing FMCG product.

**Table no.5 Price Factors Influencing Consumer Behaviour in Purchase of FMCG Products male respondents of Bhoranj Block**

Price Factors Influencing Consumer Behaviour In Purchase Of FMCG Products								
Bhoranj Female								
	Factors	Total	VI (5)	I (4)	N(3)	NI(2)	NAI(1)	Total
2. Price	The products which are low priced are not always inferior in quality.	35	43%	37%	11%	6%	3%	100%
	Shopkeeper always charged high.	35	40%	34%	9%	11%	6%	100%
	More quantity in same price	35	43%	37%	11%	6%	3%	100%
	The products which are discounted are not always outdated.	35	43%	40%	9%	6%	3%	100%

Source: Questionnaire

Table no.5 reveals that different product factors influence consumer behaviour in Purchase of FMCG products for female respondents. Most of the female respondents i.e. 43 % of the female respondents are considering products which are low priced are not always inferior in quality, More quantity in same price and products which are discounted are not always outdated as a very important factor while purchasing FMCG product.

**Table no.6 Anova on likert scale data**

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	26622.1	9	2958.011	441.4942	2.35E-29	2.210697
Within Groups	201	30	6.7			
Total	26823.1	39				

The results are concluded based on the p-values and a significance level of 0.05. It shows that that there is significant difference between price factors that influences Male and female respondents for purchase of

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FMCG product in Bhoranj block of Hamirpur district. Therefore, null hypothesis is rejected and alternative hypothesis is accepted because F value is greater than F crit.

### Findings & Conclusion

The study conducted on male and female respondents of Bhoranj block of Hamirpur district shows that different product, price, place and promotional factors that influence consumer behaviour in Purchase of FMCG products for male respondents. Most of the male respondent's i.e. 47% of the male respondents are considering the factor the product they purchased always Fulfil their expectation is very important while purchasing FMCG product. Most of the female respondents i.e. 43% of the female respondents are considering Product having good brand image as a very important factor while purchasing FMCG product. 40% of the male respondents are considering the factors products which are low priced are not always inferior in quality, more quantity at same price and the products which are discounted are not always outdated very important while purchasing FMCG product. 43 % of the female respondents are considering products which are low priced are not always inferior in quality, More quantity in same price and products which are discounted are not always outdated as a very important factor while purchasing FMCG product. In this study the focused on gaining insight into the product, price, place, promotional factors which influence the purchase of FMCG products by male and female respondents. Therefore these factors will help FMCG companies to understand the factors that are considered by male and female consumers.

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