IMPACT OF FMCG BRANDS ON CUSTOMERS’ PURCHASE BEHAVIOR

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Fast Moving Consumer Goods (FMCG) goods are popularly named as consumer packaged goods. Items in this category include all consumables (other than groceries/pulses) people buy at regular intervals. The most common in the list are toilet soaps, detergents, shampoos, toothpaste, shaving products, shoe polish, packaged foodstuff, and household accessories and extends to certain electronic goods. These items are meant for daily of frequent consumption and have a high return. The Fast Moving Consumer Goods Industry includes food and non-food everyday consumer products. They are usually purchased as an outcome of small-scale consumer decision so they are heavily supported (advertising, promotion) by the manufacturers. Typical purchasing of these goods occurs at grocery stores, supermarkets, hypermarkets etc. The manufacturers are always exploring new outlets and sales locations while the traditional retailers have introduced private label brands to capture additional profit. Every one of us uses fast moving consumer products every day.

This business is based on building powerful brands and achieving a high level of distribution. Global power brands are the choice of multinational companies. Local brands can compliment these. Achieving superior distribution thorough a powerful supply chain and making sure the products are available wherever someone might want or need it. The FMCG Supply Chain is the interrelated collection of processes and associated resources It includes suppliers, manufacturers, logistics service providers, warehouses, distributors, wholesalers and all other entities that lead up to delivery to the final customer. Followed in the market through sales force activity it can help gain a high level of distribution. Market Research, consumer research, segmentation and product positioning is the compulsory homework of any company in this industry. Advertising and promotions, POS activities drive brand awareness, trial, and purchase and is a core activity.
While TV advertising is most common new solutions are also used including internet advertisements. High budgets, creativity and detailed planning are needed. Consumer preferences are defined as the subjective (individual) tastes, as measured by utility, of various bundles of goods. They permit the consumer to rank these bundles of goods according to the levels of utility they give the consumer. Note that preferences are independent of income and prices. Ability to purchase goods does not determine a consumer's likes or dislikes. This is used primarily to mean an option that has the greatest anticipated value among a number of options. Preference and acceptance can in certain circumstances mean the same thing but it is useful to keep the distinction in mind with preference tending to indicate choices among neutral or more valued options with acceptance indicating a willingness to tolerate the status quo or some less desirable option.

Riding on the back of increasing demand and changing consumer preferences – thanks to higher disposable incomes and the retail revolution – the sector has been posting double-digit growth over the past couple of years. The sector has seen the emergence of new product categories and products that seek to fulfill the increasing aspirations of a new generation of Indians, who are turning out to be very demanding consumers. Besides, FMCG products fulfill the primary needs of consumers and are usually small-ticket items that are necessary for most households. “The FMCG sector would continue to do well not only because it is a defensive and well entrenched one, but also because it logs directly on to the fundamental economic growth potential of the country,” explains Milind Sarwate, chief, human resources and strategy, Marico Ltd, makers of hair care, skin care, edible oils and fabric care products. “As income levels continue to grow (although now at six to seven per cent and not eight to nine per cent as earlier) more people are likely to shift to consumption of branded products and services. Hence, the growth trend is likely to continue.”

In today’s scenario, Consumer is the king because he has got various choices around him. If you are not able of providing him the desired result he will definitely switch over to the other provider. Therefore to survive in this competitive competition, you need to be the best. FMCG was able to maintain hold its top rank providing quality product at reasonable price to consumer. Quality is the main motivating factor for the consumer to buy the product of FMCG. Introduction
of new products in the market to satisfy the consumer is also an importance reason for FMCGs to hold the top in the consumer market. FMCG goods that are generally used short period of days, weeks, or months, and within one year. FMCG have a short life, either as a result of high consumer demand and the product deteriorates rapidly. Purchasing of FMCG products involves many buying behavior patterns. Better understanding of consumer perception towards FMCG products will make high profits to the supermarkets.

REFERENCES