

FACTORS INFLUENCING CONSUMER DECISION BEHAVIOUR IN FMCG

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Keywords:

Value Consciousness,

Perception,

Personality,

Consumer Decision Behaviour

Abstract:

Of the usual behavior of most consumers pursue the goal of creating and maintaining a range of goods and services, thus providing current and future satisfaction. For this research, Trichy district taken as sample unit. Based on the convenient sampling method, 250 respondents pick for this research. In structural equation modeling, AMOS 20 was used. From the economic point of view, the consumer thought the value of the money worth able to the concern products. The researcher concluded that value consciousness have a positively influence to consumer decision behaviour.

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Introduction:

The consumer is the king and the consumer determines what business activity is. A proper marketing program must begin with an accurate analysis of consumer habits, attitudes, motivations and needs. Knowledge of consumer behavior can provide tremendous help for planning and implementing marketing strategies. Finally, the consumer is the foundation - the primacy of action. The efficiency of the free market system for enterprises, in the latter analysis, depends on the consumer's understanding of the business community. Consumer behavior can be defined as the behavior that people show in planning, buying and using economic goods and services. Consumer behavior is an integral part of human behavior and can not be separated from it. Consumer behavior refers to the decision-making process in which consumers interact with their environment and the actions they take in the market. It also consists of factors that influence consumer decisions and procedures. In this process, two activities are carried out by the buyer: the thinking process that analyzes and decides what to buy, who must buy, etc. and the resulting activity, ie, acceptance or rejection of a product. Of the usual behavior of most consumers pursue the goal of creating and maintaining a range of goods and services, thus providing current and future satisfaction. The average adult must make many daily decisions regarding food, clothing, shelter, education, transportation, etc. But when they make decisions, buyers use different behavior in decision-making. Nothing is more difficult, therefore, more valuable than being able to make a decision. This is absolutely true in the case of the consumer as well. For this reason, marketers must have full knowledge of the consumer buying decision process. You must remember that the actual purchase process is only one phase of the process and that the process started in several stages before the actual purchase. Although purchase is one of the final links in the process chain, not all decision-making processes lead to purchase. The individual consumer may terminate the process during any stage. Finally, consumer decisions do not always include all stages. People involved in the overall decision-making process usually employ all stages of the decision-making process: while those who participate in limited decision-making and routine response behavior may overlook some stages.

Review of literature:

Kim and Sund(2009) conducted a study to demonstrate the participation of the purchase decision as a multidimensional installation consisting of four low-level designs. For example,

cognitive versus emotional participation and product-versus-brand participation among 688 university students. The results showed that four structures can be drawn separately on a two-dimensional surface.

Aggarwal (2014) suggested that Consumer Behavior Research is the scientific study of the processes used by consumers to select, secure, use and dispose of products and services that meet their needs.

Kalpana. R (2016) stated that Prestige sensitivity, Price quality schema, Value consciousness, Sale proneness, Coupon proneness are factors of price consciousness. These factors are inter-correlated with them and price consciousness. Based on the findings, family size influenced the Price consciousness. From the study, the researcher found that there is a family size impact the consumer buying behaviour on household fabrics care.

Kalpana. R (2017) concluded that prestige sensitivity, Price quality schema, Value consciousness, Sale proneness, Coupon proneness are acting significant role to take a decision of buying behaviour of consumers in the economic point view.

Kalpana. R (2017a) study was effort to unravel the consciousness, attitude and awareness about price of consumer buying behaviour. Based on the findings of confirmatory factor analysis, Prestige Sensitivity(PS), Price Quality Schema(PQS), Local Retailer Shop Loyalty(LRSL), Value Consciousness(VC), Price consciousness(PC), Coupon Proneness(CP), Sales Proneness(SP) are factors for buying behaviour of consumer. the researcher concluded from the study, Prestige Sensitivity(PS), Price Quality Schema(PQS), Local Retailer Shop Loyalty(LRSL), Value Consciousness(VC), Price consciousness(PC), Coupon Proneness(CP), Sales Proneness(SP) are factors for buying behaviour of consumer and these factors highly influenced on consumer buying behaviour.

Objectives of the Study

To evaluate the factors influencing consumer decision behaviour in FMCG among Trichy District.

Limitations of the study

- The research was concentrated only in Trichy District. So the result cannot be generalized.

Period of the study:

The research travelled between 4 months from November 2018 to February 2019.

Methodology

Sample frame:

For this research, Trichy district chosen as a sample area. Trichy district population is very large number. So, the respondents are selected on convenient sampling method. 250 respondents are used in this research.

Data collection method:

Data composed primarily from the respondents through a structured questionnaire. Questionnaire circulated to 300 respondents. But 250 questionnaires suitable for evaluated.

Statistical tools:

Preliminary data were evaluated. A pilot study of the questionnaire and component analysis was organized. Internal consistency was calculated through Alpha Cronbach. AMOS 20 was used in this study.

Hypothesis study

NH 1: There is no significant relationship between factors influencing consumer decision behaviour.

NH 2: There is no significant difference between factors influencing consumer decision behaviour.

Findings:

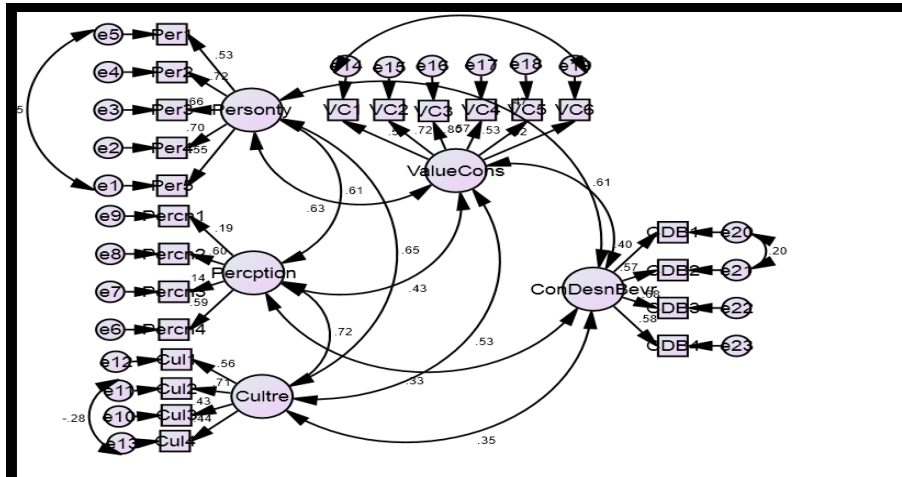


Figure No. 1. Measurement model

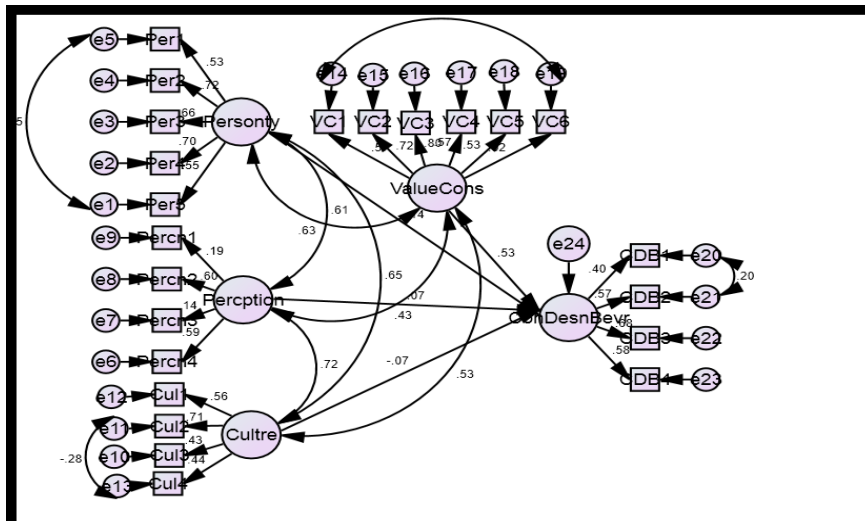


Figure No. 2. Path model

Table No. 1. Reported values of model fit for the measurement model

Absolute fit measures					Incremental fit measures			Parsimony fit measures	
	χ^2	Df	χ^2/df	GFI	RMSEA	RMR	NFI	CFI	AGFI
Criteria			<5	≥ 0.90	< 0.08	<0.05	≥ 0.90	≥ 0.90	≥ 0.90
Obtained	428.530	216	1.984	0.913	0.053	0.044	0.851	0.926	0.915

Note: χ^2 : Chi-square; Df: degree of freedom; GFI: Goodness of fit index; RMSEA: Root mean square error of approximation; NFI: Normated fit index; CFI: Comparative fit index; AGFI: Adjusted goodness of fit index; RMR: Root Mean Square

Table No. 2 Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P
ConDesnBevr	<---	Personty	.104	.090	1.153	.249
ConDesnBevr	<---	Perception	.069	.161	.430	.667
ConDesnBevr	<---	Cultre	-.098	.205	-.480	.631
ConDesnBevr	<---	ValueCons	.416	.104	4.008	***
Per5	<---	Personty	.918	.102	8.970	***
Per4	<---	Personty	1.069	.095	11.252	***
Per3	<---	Personty	.940	.088	10.694	***
Per2	<---	Personty	1.000			
Per1	<---	Personty	.797	.091	8.708	***
Percn4	<---	Perception	1.000			
Percn3	<---	Perception	.404	.191	2.111	**
Percn2	<---	Perception	.989	.149	6.632	***
Percn1	<---	Perception	.432	.155	2.789	**
Cul3	<---	Cultre	1.000			
Cul2	<---	Cultre	1.573	.244	6.446	***
Cul1	<---	Cultre	1.309	.211	6.211	***
Cul4	<---	Cultre	1.078	.212	5.081	***
VC1	<---	ValueCons	1.000			
VC2	<---	ValueCons	1.152	.121	9.557	***
VC3	<---	ValueCons	1.398	.139	10.040	***
VC4	<---	ValueCons	.780	.095	8.197	***
VC5	<---	ValueCons	.816	.104	7.837	***
VC6	<---	ValueCons	.894	.105	8.526	***
CDB1	<---	ConDesnBevr	1.000			
CDB2	<---	ConDesnBevr	1.306	.212	6.151	***
CDB3	<---	ConDesnBevr	1.719	.307	5.598	***
CDB4	<---	ConDesnBevr	1.413	.260	5.443	***

Discussion & Conclusion:

From the measurement model, the model fit to the concept. Fast Moving Consumer Goods(FMCG) includes household cleaners, cosmetics and toiletries, personal care products. Consumer decision behaviour factors namely, personality, perception, culture and value consciousness. Based on the findings, there is a significant relationship between factors influencing consumer decision behaviour. and moreover, factors are positively and highly inter-

correlated between them. Value consciousness only have a significant influence to consumer decision behaviour. consumer is the king in modern marketing. Nowadays, consumer awareness increased in high level due to consumer awareness programme conducted and advised by government through radio, television, news paper etc. From the economic point of view, the consumer thought the value of the money worth able to the concern products. The researcher concluded that value consciousness have a positively influence to consumer decision behaviour.

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