

CUSTOMER PURCHASING PATTERN ON FMCG AT BIG BAZAAR

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INTRODUCTION

FMCG is the 4th(fourth) biggest area and is making business about more than 3 million individuals with a market size of \$ 37 billions in india. The livelihood in india is completely depended and about to grow multiple times for the coming 20years by 2025 it becomes 5th biggest buyer in india. Expanding pay level and mindfulness FMCG creating its value in market place. In order to grasp the purchasing conduct of a customer based on the customer preferences and choices the adviser needs to suggest for the customer based products so that both advertiser can meet their necessities and objectives.

FMCG PRODUCTS:

Definition:

Items which have a quick turnover, and have a less effort are known to as fast moving consumer goods (FMCG). FMCG items are people who get supplanted within a year.

FMCG products are nothing but a good scope of regularly bought items for buyers for instance , cleanser, beautifiers, toothpaste, shaving items and cleansers, even as other non-durables, bulbs, batteries, paper items and plastic merchandise. FMCG additionally provides drugs, shopper gadgets, bundled food items, soda pops, tissue and chocolate bars.

The Indian FMCG is the fourth biggest within the economy and features a market size of US\$13.1 billion. FMCG in India features a solid and high MNC presence across the entire worth chain.

- Age, Religion, Culture, Income, gathering and Reference Group
- How shoppers think, feel, reason, and choose between various other options (e.g., brands, items)
- How the customer is impacted by their current circumstance.
- The conduct of purchasers while shopping or deciding on other showcasing choices.
- Limits in shopper information or data handling capacities impact choices and promoting result.
- How buyer inspiration and selection procedures contrast between items that change in their degree of significance or interest that they involve for the customer.
- How advertisers can adjust and improve their showcasing efforts and promoting methodologies to all or any the more successfully reach the customer.
- Comprehension of those issues causes organizations to embrace methodologies by contemplating the customer.

KEYWORDS: Customer preferences, Satisfaction Levels, Customer Frequency, Staff responsiveness, Brand preferences, buying behaviour of consumer, Experience of customer, FMCG brands.

DATA ANALYSIS:

Table 1. Consumer Preference towards retail market stores.

Attributes	Respondents	Percentage
Kirana stores	14	14%
Departmental stores	8	8%
Super markets	71	71%
Hyper markets	7	7%
Total	100	100

Table 2. Satisfaction levels of the customer about the product range in Big Bazaar

Attributes	Respondents	Percentage
Yes	95	95%
No	5	5%
Total	100	100

Table 3. Various attributes and influences on consumer buying behaviour

Attributes	Respondents	Percentage
Price	14	14%
Quality	56	56%
Easy Availability	27	27%
Demography	03	03%
Total	100	100

Table 4. Impact of Brand image on consumer buying decision

Attributes	Respondents	Percentage
Local Brands	50	50%
International Brands	50	50%
Total	100	100

Table 5. Customer satisfaction with the brands in Big Bazaar

Attributes	Respondents	Percentage
Excellent	28	28%
Satisfied	65	65%
Neutral	07	7%
Not satisfied	0	0%
Total	100	100

FINDINGS:

- Majority of the customers prefer to buy FMCG goods in Big Bazaar.
- It is found that the attributes like price, quality, product availability and demography impacts the customers' buying decision.
- With the availability of the brands, 28.7% customers are highly satisfied and 64.4% of the customers are satisfied.
- It is also found that majority of the customers i.e. 55.4% are happy with the quality of the products.
- Nearly 97% of the customers are satisfied with the responsiveness of the staff.
- Though Big Bazaar offers many products & categories, most of the customers prefer to have their brands that are available in the Big Bazaar.

CONCLUSION:

The study was conducted to find the consumer purchasing patterns of FMCG products at big bazaar. The study used a pre-structured questionnaire to collect the data from the respondents, using personal interview technique. Most of the customers' buying decisions are influenced by various attributes like offers, product availability, brand image and price discounts at Big Bazaar. The study found that Big Bazaar was not the lone preference of customers to buy FMCG products. The study also found that customers are happy with the product range, quality, but some of the customers are unhappy with the price. The majority of the customers are from middle class families. The product range, brands, varieties, and prices at Big Bazaar are satisfactory to the customers. The customers felt that their overall shopping experience at Big Bazaar makes them happy.