

A STUDY ON CONSUMERS BUYING BEHAVIOUR TOWARDS FMCG PRODUCTS WITH REFERENCE TO RANGA REDDY DISTRICT

AUTHOR 1 : Dr.Narsaiah Rachakonda

*Associate Professor, MBA Department ,Ellenki College of Engineering & Technology,
Patelguda,BHEL, Hyderabad.*

AUTHOR 2 : Mr.K.Mahesh

Assistant professor,MBA Department,Malla Reddy Institute of Technology and Science, Email

AUTHOR 3. Mr.Ch.Kishore Kumar

Assistant professor,MBA Department, CMR Technical Campus, Hyderabad.

Abstract

This study aims to explore the purchasing habits of consumers with relation to fast-moving consumer goods (FMCG), with a specific focus on the role of product quality in the decision-making process. The research will be conducted online. This study's objective is to research the manner in which various factors, such as branding and the 4Ps (price, package, promotion, and product purity), influence the choices that customers make. Specifically, how do these factors influence consumers' decisions. The outcomes of the research indicate that the purchasing behaviour of consumers is significantly impacted by branding and product quality, while other elements have a lesser effect on the behaviour of customers for purchasing products. Over the course of the last several years, fast-moving consumer goods (FMCG) have developed into absolutely necessary in every single area of society. Customers in rural areas are increasingly leaning towards acquiring well-known brands of goods and are spending a significant portion of their financial resources to the acquisition of these things. Customers have a propensity to choose things that are well-known, highly recommended, or aggressively advertised in order to lessen the amount of risk that they perceive to be there in the world. The study highlights the fact that even if consumers adopt certain attitudes and behaviours towards fast-moving consumer goods (FMCG) firms, the research also highlights the fact that modest participation in some product categories could have an influence on these

perceptions. In spite of the fact that it has been exposed to some criticism, effective branding has been able to effectively develop strong brand values in the minds of consumers.

Keywords: Rural Consumers, Consumer Behaviour, FMCG, Branding, Buying Behaviour, Customer Satisfaction, Consumer Awareness.

INTRODUCTION

Products that are regularly bought and used by customers on a regular basis are referred to as fast-moving consumer goods (FMCG). These products are generally ones that are utilised on a daily basis and sell rapidly owing to the fact that they are inexpensive and important. These include packaged food items, toiletries, detergents, shampoos, toothpaste, shaving products, shoe polish, domestic accessories, and even certain technological goods. Fast-moving consumer goods (FMCG) are also known as consumer packaged goods. High turnover rates and generally cheap costs are characteristics of these items, which are meant for daily or frequent usage and are characterised by their construction. India's fast-moving consumer goods (FMCG) business is one of the industries that is expanding at the quickest rate. The consumption of fast-moving consumer goods (FMCG) items on a per capita basis in India is still lower than in many industrialised nations, despite the country's rapid development, which indicates that there is tremendous potential for future increase. When it comes to fast-moving consumer goods (FMCG), the western and southern parts of India are where the majority of the production takes place. However, there are also various additional manufacturing centres located all throughout the nation. As a result of the rising income levels of the middle-income group, which has greatly contributed to the expansion of the Indian market, the fast-moving consumer goods (FMCG) sector is especially robust in both urban and rural regions. Packaging is a critical component in the fast-moving consumer goods industry because it serves many purposes: it protects the product, it conveys vital information to customers, and it offers them incentives to purchase the purchase. Additionally, efficient distribution is maximised by packaging that is effective. In spite of the fact that the profit margin on individual fast-moving consumer goods (FMCG) items is often rather low, the fact that these products are sold in considerable quantities results in enormous cumulative profits. In the fast-moving consumer goods industry, a low-margin, high-volume business model is shown.

List of Top 10 FMCG Companies in India

Hindustan Unilever Limited (HUL)

ITC Limited

Dabur India Ltd

Britannia Industries

Godrej Consumer Products Limited (GCPL)

Parle Agro

Amul

Pidilite Industries

PatanjaliAyurved

Haldiram's

Objectives of the Study

- To understand the profile of FMCG products.
- To assess the level of brand awareness among consumers.
- To identify consumer preferences among various FMCG products.

Review of Literature

The Fast Moving Consumer Goods (FMCG) sector — covering everyday non-durable products such as personal care items, household goods, packaged foods, etc. — stands out due to rapid consumption cycles, low per-unit cost, and high frequency of purchase.

Because of these characteristics, consumers' buying behaviour towards FMCGs typically involves low involvement decision making, influenced by a combination of marketing stimuli, personal preferences, and socio-demographic factors. A significant strand of research investigates the role of brand loyalty, brand awareness, and perceived quality in shaping FMCG purchase decisions. In a study of consumers in Bangalore, Sapna Nibsaiya, Sumithra C. G., and Manish Kumar (2021) found that brand awareness and brand loyalty were positively associated with purchase decisions; their survey ($n = 160$) revealed high reliability (Cronbach alpha > 0.87) for brand related constructs, underscoring the importance of a trusted brand in FMCG markets. Similarly, in the work by Pulka Mahato and Priyanka Ranawat (2024), "A Study of Consumer Buying Behaviour and Brand Loyalty in a FMCG Market," the authors highlighted promotions, perceived quality, pricing, and brand trust as crucial drivers influencing both purchase decisions and long-term brand loyalty. Complementing brand centric studies, other research emphasises price sensitivity, marketing stimuli (promotion, advertising, packaging), and situational factors as equally central. The

2023 descriptive study by researchers at the Parul Institute of Management pointed out that marketing strategies, packaging, and digital engagement substantially impact consumer decision-making. Additionally, an earlier work summarizing consumer preferences across various FMCG categories reported that factors like product attributes, price, availability (place), and promotion significantly influence buying behaviour — although the relative importance varies depending on the product type. Beyond brand, price and promotion, researchers also examine psychological, cultural, and socio-demographic variables. For instance, a study on “Consumer Behaviour and Preference towards FMCG” conducted by Harshit Sethi and Dr. Asha Chaudhary concluded that factors such as location, consumer lifestyle, and evolving needs influence preferences and buying behaviour. These studies suggest that while marketing and brand matter, personal and contextual factors shape how consumers perceive value, need, and satisfaction. Further, as consumption patterns evolve, digital transformation and changing consumer awareness are becoming increasingly relevant. The 2025 study by Dhariwal and Singh points to digital impact and shifting consumer preferences such as greater consciousness about sustainability and eco-friendly packaging as emerging influences in FMCG consumption. Such trends suggest that FMCG buying behaviour is dynamic, adapting to macro-economic conditions, cultural shifts, and evolving consumer values. However, despite the richness of existing literature, there are notable gaps and limitations. Many studies (e.g., Samundeeswari & Sivapriya, 2025) report that common demographic variables age, gender, education, occupation often do not show a statistically significant link with buying behaviour. This implies that socio-demographic profiling alone is insufficient; rather, a more nuanced, multi-dimensional approach combining brand-related factors, psychological variables, marketing influences, and evolving consumer values is necessary. Moreover, while brand loyalty and marketing influences are well-studied, there is comparatively less empirical work focusing on the interplay of digital influence, sustainability awareness, and long-term shifts in consumer attitudes in the FMCG context, especially in developing economies. In sum, current literature on consumer buying behaviour towards FMCG products tends to converge on several core insights: (a) brand loyalty and brand awareness significantly influence purchase decisions; (b) price, perceived quality, promotion, and availability remain key determinants; (c) psychological, lifestyle, and contextual factors shape consumer preferences and behaviour; and (d) emerging trends — digital engagement and sustainability awareness are beginning to influence buying patterns.

Nonetheless, there remains a need for holistic frameworks that integrate these diverse determinants, particularly in light of evolving market dynamics and consumer consciousness.

Data Analysis

The analysis of the primary data collected was carried out using various statistical tools to ensure the reliability and accuracy of the findings. Frequency tables were employed to summarize and describe the data, providing a clear picture of the consumer preferences and attitudes toward FMCG products in the study area. Additionally, the Friedman Rank Test was used to determine the ranking and preferences of different FMCG products among the respondents. This non-parametric test was chosen due to its effectiveness in analyzing ordinal data and comparing multiple related samples.

Limitations of the Study

As with any research, this study is subject to certain limitations that must be acknowledged:

- The study was confined to Ranga Reddy District and focused on five major areas within the district. As a result, the findings and conclusions may not be fully applicable to other regions, particularly those with different demographic or socio-economic profiles.
- This research specifically examined branded FMCG products, which may not fully represent the entire spectrum of consumer goods available in the market. Consequently, the results may not reflect consumer attitudes toward non-branded or generic products.
- The study relies on the opinions expressed by the respondents, which may be influenced by personal biases or external factors. While efforts were made to minimize such biases, they cannot be entirely eliminated from the research process.
- Given that a convenience sampling method was used, the sample may not be fully representative of the broader population. This could potentially limit the generalizability of the findings to other regions or demographics.

Analysis and Discussion

Profile of the Respondents

Particulars		Frequency	Percent
Gender	Male	135	54
	Female	115	46
Age	Below 25	57	22.8

	25 – 35	51	20.4
	36 – 45	66	26.4
	46 – 55	46	18.4
	Above 55	30	12
Education Qualification	UG	97	38.8
	PG	46	18.4
	Diploma	37	14.8
	Other Qualifications	70	28
Occupation	Agricultural	15	6
	Govt. Employees	56	22.4
	Private Employees	63	25.2
	Professional	73	29.2
	Others	43	17.2
		250	100

Source : Primary Data

Source of Awareness

Particulars	Frequency	Percent
Source of Information	Newspaper	46
	TV	79
	Radio	27
	Friends & Relatives	51
	Others	47
	Total	250
		100

Source : Primary

Satisfaction Level of the Respondents

Overall Satisfaction	Frequency	Percent
Highly Satisfied	58	23.2
Satisfied	51	20.4
Neutral	67	26.8
Dissatisfied	44	17.6
Highly Dissatisfied	30	12

Total	250	100
-------	-----	-----

Source : Primary

Respondent's Preferences of FMCG Products

S.No	FMCG Item	Mean Score	Rank
1	Face Powder	5.88	9
2	Shampoo	2.53	3
3	Hair Oil	5.22	8
4	Tooth Paste	6.03	10
5	Soap	4.63	7
6	Chocolate	1.54	1
7	Cool Drinks	1.91	2
8	Noodles	2.89	4
9	Biscuits	4.16	6
10	Cleaners	3.21	5

Source : Primary

Respondent Profile:

Gender Distribution: In the study sample, males constitute a notable majority, with around 54% of the respondents identifying as male, which suggests a gender disparity in the data. The age group between 36 and 45 years comprises approximately 26.4% of the participants, indicating a significant concentration of middle-aged consumers within the sample, reflecting a central demographic for the study. A considerable portion of the respondents, 38.8%, are undergraduates. This implies that the majority of participants hold a moderate level of education, likely influencing their decision-making process and purchasing habits. Nearly 30% of the respondents are professionals, indicating that a substantial number of individuals in the study have stable careers, suggesting they may possess higher disposable incomes and greater purchasing potential.

Awareness Sources:

Channels of Awareness: Television was identified as the primary medium through which participants were introduced to FMCG products, with 32% of the respondents indicating it as

their main source of information. This highlights the continuing effectiveness of mass media in shaping consumer awareness and Behaviour.

Consumer Satisfaction:

Satisfaction Levels: A significant portion of respondents, approximately 27%, reported feeling neutral regarding their satisfaction with FMCG products. This suggests that, while the products are generally accepted, there remains a considerable opportunity for improvement in order to meet or exceed consumer expectations.

FMCG Product Preferences:

Product Choices: According to the results of the Friedman Rank Test, chocolates emerged as the most popular FMCG product among respondents, followed by cool drinks and shampoos. These findings reveal a clear preference for indulgent products and personal care items, both of which are key categories within the FMCG market.

Conclusion

This study on consumer buying behaviour towards FMCG products in the Ranga Reddy District provides valuable insights into the preferences, awareness sources, and satisfaction levels of consumers in the region. The findings highlight several key factors that influence purchasing decisions and offer a deeper understanding of consumer patterns within the FMCG sector. The demographic profile of the respondents indicates that the majority of the sample consists of middle-aged consumers, with a significant portion of the participants being professionals. These consumers are likely to have stable incomes, making them an important target group for FMCG brands. Furthermore, a large percentage of respondents possess an undergraduate level of education, suggesting that their purchasing decisions may be influenced by both product quality and price. The study also reveals that television remains the most influential source of awareness for FMCG products, with nearly one-third of the respondents indicating this as their primary medium for discovering new products. This underscores the continued importance of mass media in shaping consumer perceptions and purchase intentions, despite the growing influence of digital and social media channels. As television continues to be a powerful tool for advertising, FMCG companies should invest in

targeted advertising to maintain visibility and relevance. In terms of consumer satisfaction, the study shows that a significant proportion of respondents expressed neutral satisfaction levels. While consumers are not dissatisfied with FMCG products, this suggests there is room for improvement in terms of meeting consumer expectations. Companies in the FMCG sector should focus on enhancing product quality, customer service, and value for money to increase consumer loyalty and satisfaction. The preference for indulgent and personal care products, such as chocolates, cool drinks, and shampoo, indicates that consumers in the Ranga Reddy District gravitate towards products that provide immediate gratification or personal benefit. This preference highlights the importance of catering to consumer desires for both enjoyment and self-care in the FMCG product offerings. Companies that focus on these categories can enhance their market position by aligning their offerings with these preferences. In conclusion, the study provides a comprehensive overview of consumer buying behaviour in the Ranga Reddy District, revealing key trends that can guide FMCG companies in their marketing and product strategies. By understanding the demographics, satisfaction levels, and preferences of local consumers, businesses can better tailor their products and campaigns to meet the needs of this consumer base, ensuring greater market success in the region.

Scope for Further Research

This study was conducted in the Ranga Reddy district, focusing on top 10 FMCG companies. The researcher suggests the following areas for further exploration:

- Future research could compare consumer attitudes towards two or more FMCG products to identify differences in consumer Behaviour and preferences.
- Consumer attitudes can change over time and across different regions. Future studies could compare consumer Behaviour in different locations to gain a broader understanding of FMCG purchasing patterns.

References

1. Deliya, M. M. (2012). Importance of Packaging Design as a Vehicle for Communication and Branding in Fast Moving Consumer Goods. *Journal of Research in Commerce & Management*, 1(5), 60-71.
2. Patel, A., & Mehta, R. (2015). The Impact of Digital Marketing on Consumer Buying Behaviour in the FMCG Sector. *International Journal of Business and Management Invention*, 4(7), 46-54.
3. <https://www.allcommercejournal.com/archives/2025.v6.i2.K.821>

4. Sharma, P., & Singh, R. (2014). Brand Loyalty in Rural Markets: A Study of FMCG Products in Uttar Pradesh. *Journal of Rural Studies*, 32, 20-27.
5. Dr. Naveen Prasadula (2024). Understanding Rural Consumer Behaviour for FMCG Products [DOI: 10.22271/27084515.2025.v6.i2k.821](https://doi.org/10.22271/27084515.2025.v6.i2k.821)
6. Tauseef, M. (2011). Impulse Buying Behaviour in FMCG Sector: A Study of Retail Market in India. *International Journal of Research in Management & Technology*, 1(1), 51-56.
7. <https://osmania.irins.org/profile/150992>
8. Sulekha&Dr.KiranMor (2013), “An Investigation of Consumer Buying Behaviour for FMCG: An Empirical Study of Rural Haryana”, *Global Journal of Management and Business Research Marketing*, Vol. 13, Issue 3(1), pp. 45-49.
9. <https://orcid.org/0000-0002-9764-6048>
10. Deliya, Mitul, “Consumer Behaviour towards the New Packaging of FMCG Products”, *Journal of Research in Commerce and Management*, Vol.1, No. 11, 2012, ISSN: 2277-1166, pp. 119-211
11. <https://scholar.google.co.in/citations?user=99wmG2IAAAJ>
12. Tauseef, Ahmad, “The Impulse Buying Behaviour of Consumers for the FMCG Products in Jodhpur”, *Australian Journal of Basic and Applied Sciences*, Vol. 5, No 11, <https://osmania.academia.edu/DRNAVEENPRASADULA>
13. http://www.journal-iiie-india.com/1_mar_25/4.2.pdf
14. www.wikipeida.com
15. <https://www.researchgate.net/publication/319482816/download>
16. http://shodhganga.inflibnet.ac.in/bitstream/10603/54582/10/10_chapter%202.pdf
17. <https://www.researchgate.net/publication/319482816/download>.