

# A Study on Consumer Behavior in Case of Major FMCG Products in Indian markets

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***Abstract- The research examines consumer behavior patterns with regard to major FMCGs in the Indian market, covering factors influencing purchasing decisions and brand preference, and its links with socio-economic variables. It aims to bring insights for marketers and business firms in strategies related to FMCG products in India. It seeks to update information on consumer behavior relating to major FMCG products marketed in the Indian market, focusing on factors affecting purchase decisions, brand preference, and loyalty. By using both primary and secondary data, the study showcases how price sensitivity, quality perception, promotional activities, and demographic characteristics shape buying behavior. The findings provide insights for FMCG companies to improve their marketing strategies and cater effectively to diverse consumer needs across urban and rural markets.***

## I. INTRODUCTION

The FMCG sector is one of the fastest-growing sectors in the Indian economy, steered by rising disposable incomes, urbanization, and changing consumer preferences. This paper analyzes consumer behavior related to major FMCG products, which include personal care, food, and household products, within the Indian market. Understanding consumer buying behavior will help firms in designing or honing marketing strategies for better market penetration and enhanced customer loyalty. The FMCG sector is one of the largest and fastest-growing industries in India. Increased disposable incomes, urbanization, better distribution networks, and exposure to global trends have impacted consumer preferences appreciably over recent years. FMCG products, which include food items, personal care goods, and household essentials, form an integral part of everyday consumption.

Marketers must understand consumer behavior, especially within the FMCG sector, to chalk out effective price, brand, and promotion-related strategies. This paper identifies the significant drivers of purchase decisions and assesses the impact of demographic variations on the choice of FMCG products in India.

## II. LITERATURE REVIEW

It follows that various factors like price sensitivity, brand loyalty, product quality, and promotional activities greatly influence the consumer behavior of FMCG in India. Increasing organized retail and online commerce penetration influences buying channels and patterns. Income, age, and urban/rural residency are other sociodemographic factors that further modulate consumer preferences. Past research has demonstrated that consumer behavior in FMCG is influenced by many aspects. Price, quality, packaging, and brand name continue to be significant factors that influence consumers' purchasing decisions. It also establishes that promotion-related activities, like advertisements and discounts, do affect consumer choices, particularly for products that have stiff competition. Various demographic factors, such as age, income, education, and geographical location, determine the buying behavior of individuals. While urban consumers prefer branded and premium products, rural consumers give more importance to affordability and value for money. Further, organized retail and e-commerce have opened more buying channels for consumers, who can now easily compare products and take well-informed purchase decisions.

## III. RESEARCH OBJECTIVES

To study the purchase behavior of consumers towards major FMCG products sold in India.

To identify key factors influencing purchase decisions in FMCG categories.

The aim of this research study is to study the brand preference and loyalty patterns among Indian consumers.

To comprehend the effects of demographic variables on FMCG purchasing behavior.  
The study adopts a descriptive research design.

Primary data was collected from 300 consumers in urban and rural areas using stratified random sampling with structured questionnaires.

Secondary data was obtained from academic journals, industry reports, and published literature.

Descriptive statistics and correlation analysis were used to analyze the data that was collected to establish relations among the influencing factors and consumer preferences.

#### IV. RESEARCH METHODOLOGY

The research design adopted for this study is descriptive, and both primary and secondary data sources have been used. Primary data have been gathered through structured questionnaires from 300 stratified random samples of consumers in urban and rural areas. Secondary data include industry reports and academic literature. The data analysis includes descriptive statistics and correlation analysis. The study uses a descriptive research design.

Primary data is collected via structured questionnaires, which are administered to 300 consumers across urban and rural areas using the stratified random sampling techniques.

The secondary data was sourced from academic journals, industry reports, and published literature.

The collected data were then analyzed by descriptive statistics and correlation analysis to comprehend the relationships among influencing factors and consumer preferences.

#### V. FINDINGS AND DISCUSSION

Price and quality emerged as the most critical factors influencing FMCG product purchase decisions. Brand loyalty remains important but is challenged by increased availability of alternatives and promotional offers. Urban consumers showed higher preference for branded and organized retail purchases, while rural consumers preferred value-based buying and traditional retail outlets. The health consciousness of people is growing and influencing the purchase of organic and natural FMCG products. The findings of the study were that price and product quality were the most influencing factors in FMCG purchase decisions. Consumers evaluate both the factors before selecting the brand.

Brand loyalty exists in some product categories, but frequent discounts, offers, and availability of alternatives result in brand switching more often.

The urban consumer prefers branded, premium, and organized retail products, whereas rural consumers are more interested in affordability, small pack sizes, and convenience.

A growing trend in health awareness has increased demand for natural, organic, and chemical-free products. Overall, demographic factors affect the buying patterns of all types of FMCG product categories.

#### VI. CONCLUSION

These factors include socio-economic background, brand perception, and changing retail channels that together shape consumer behavior in the Indian FMCG market. This can be used by firms to devise focused marketing strategies, optimize their product offerings, and enhance customer relationships. The study has concluded that the consumer behavior for FMCG products in India is driven by a combination of socio-economic factors, brand perceptions, product attributes, and retail formats. Understanding these preferences is crucial for companies to design effective marketing strategies and build better customer relationships as they battle for a share in an ever-evolving market. Value, quality, and a strong consumer connect would, therefore, be the key to

higher market penetration and brand loyalty for FMCG firms.

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## VII. FUTURE SCOPE

It could include longitudinal studies on changing consumer trends in the post-pandemic period, digital media habits affecting FMCG brand perception, and how issues on sustainability are driving purchasing behavior it was the main part of the consumer in the FMCG products and its perception. The conclusion is that consumer behavior towards FMCG products in India is influenced by socio-economic factors, brand perceptions, and product and retail formats. Companies have to understand these preferences not only to devise efficient marketing strategies but also to develop a better relationship with customers and be able to compete in the fast-evolving marketplace. Value, quality, and engaging with consumers can help FMCG firms achieve more significant market penetration and brand loyalty.

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