

A Study on Consumer Buying Behaviors and Customer Satisfaction towards FMCG Products with Reference to Chennai City

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Abstract

This study examines the buying behaviour and satisfaction levels of consumers towards Fast-Moving Consumer Goods (FMCG) products in Chennai city. The research primarily focuses on identifying the key factors that influence consumer purchasing decisions and their overall satisfaction with these products. The study is based on primary data collected from a sample of 100 respondents using a structured questionnaire, ensuring a clear understanding of consumer preferences, habits, and expectations. To analyse the data effectively, statistical tools such as percentage analysis, Chi-square test, and Analysis of Variance (ANOVA) have been employed. Percentage analysis is used to present the demographic profile and general consumption patterns of the respondents, while the Chi-square test helps in identifying the relationship between demographic variables and buying behaviour. ANOVA is applied to examine the differences in satisfaction levels among various consumer groups. The findings of the study reveal that factors such as brand image, price, and product quality play a crucial role in influencing consumer buying behaviour and satisfaction. Consumers tend to prefer well-known brands that offer

quality products at reasonable prices. Additionally, promotional strategies, availability, and packaging also contribute to shaping consumer preferences to some extent. The study concludes that FMCG companies should focus on maintaining product quality, competitive pricing, and strong brand positioning to enhance customer satisfaction and loyalty. The insights derived from this research can help marketers and companies formulate effective strategies to meet the evolving needs of consumers in Chennai city..

Keywords: Consumer Buying Behaviour, Customer Satisfaction, FMCG Products, Purchase Decision

I. INTRODUCTION

Fast Moving Consumer Goods (FMCG) represent one of the most dynamic and essential segments of the economy, comprising products that are sold quickly, consumed frequently, and priced relatively low. These goods include everyday items such as toiletries, packaged foods, beverages, cleaning agents, and other household essentials that form an integral part of daily life. The defining characteristics of FMCG products are their high turnover rate, short shelf life, and continuous demand, making them a vital contributor to both production and consumption cycles in modern markets. Due to their widespread usage and necessity, FMCG products maintain a consistent demand irrespective of economic fluctuations, thereby ensuring stability within the sector.

In the Indian context, the FMCG sector is recognized as one of the largest and fastest-growing industries, significantly contributing to the country's Gross Domestic Product (GDP). The sector is driven by a combination of factors such as rising disposable incomes, increasing population, improved distribution networks, and changing consumer preferences. Additionally, the expansion of organized retail, e-commerce platforms, and digital payment systems has further accelerated the growth of FMCG products across both urban and rural areas. The presence of strong domestic and multinational companies has intensified competition, leading to continuous innovation, improved product quality, and competitive pricing strategies.

Chennai, one of the major metropolitan cities in India, provides a unique and evolving market for FMCG products. With rapid urbanization, increased employment opportunities, and a growing middle-class population, the consumption patterns in Chennai have undergone significant transformation. Consumers are increasingly inclined toward branded, convenient, and quality-assured products that align with their fast-paced lifestyles. The influence of globalization, exposure to modern retail formats such as supermarkets and hypermarkets, and the widespread adoption of online shopping platforms have further contributed to the surge in FMCG consumption in the city.

Moreover, lifestyle changes such as busy work schedules, increased awareness of hygiene and health, and preference for ready-to-use or ready-to-eat products have reshaped consumer behaviour in Chennai. Marketing strategies, including advertising, promotional offers, and celebrity endorsements, also play a crucial role in influencing purchasing decisions. The shift from traditional purchasing habits to more informed and brand-conscious buying behaviour highlights the growing importance of consumer satisfaction and brand loyalty within the FMCG sector.

Therefore, the FMCG industry not only serves as a backbone for everyday consumer needs but also acts as a key driver of economic development. Understanding consumer behavior, satisfaction levels, and preferences in a rapidly growing urban center like Chennai becomes essential for businesses aiming to sustain and expand their market share. This study aims to explore these aspects in detail, providing valuable insights into the effectiveness and future potential of the FMCG sector in Chennai city.

Review of Literature

Murugesan and Chitra (2024) conducted a study on consumer buying behaviour towards FMCG products in Chennai city. The study found that consumer preferences are constantly changing due to evolving lifestyles and exposure to advertisements. It emphasized that marketing strategies and product awareness significantly influence purchasing decisions and satisfaction levels among consumers.

Vibhuti, Tyagi, and Pandey (2017) examined factors influencing consumer buying behaviour towards FMCG products. The study revealed that consumer decisions are affected by various elements such as price, product quality, promotion, place, and psychological factors. It concluded that these factors vary across different product categories and directly impact customer satisfaction.

Raghuram and Balasubramania Raja (2022) analysed consumer behaviour in FMCG products and observed that product quality, availability, and service play a major role in determining customer satisfaction. The study highlighted that demographic variables like age and gender do not significantly influence buying behaviour in certain cases.

Vijayakumar and Nijanthan (2019) studied consumer buying behaviour in Karur District and found that branding and product quality are the most influential factors affecting purchase decisions. The research also indicated that consumers are exposed to numerous brands, making brand image a crucial determinant of satisfaction and loyalty.

Karthigai Selvi and Padmashri (2023) conducted an analytical study on consumer behaviour towards FMCG products. The findings showed that factors such as income, price, and product characteristics significantly influence consumer decisions. The study emphasized the importance of understanding consumer needs to improve satisfaction levels.

Raman Ramesh Tirpude (2022) explored consumer buying behaviour through online platforms for FMCG products. The study identified key factors such as brand recognition, product information, and price awareness as major determinants of online purchase decisions. It highlighted the growing importance of digital platforms in shaping consumer behaviour.

Meena and Saini (2025) analysed online marketing of FMCG products and concluded that the FMCG sector in India has shown steady growth due to increased consumption and expanding product segments. The study noted that both branded and unbranded products influence consumer choices, and changing consumer preferences are shaping the market dynamics.

Objectives of the Study

1. To study consumer buying behaviour towards FMCG products.
2. To analyse customer satisfaction level.
3. To identify factors influencing purchase decisions.
4. To examine relationship between demographic variables and satisfaction.

Research Methodology

The research methodology forms the backbone of the study as it provides a systematic framework for collecting, analysing, and interpreting data related to consumer buying behaviour and customer satisfaction towards FMCG products in Chennai city.

Research Design: This study adopts a descriptive research design, which is suitable for understanding and describing the characteristics of consumers, their purchasing behaviour, and satisfaction levels. Descriptive research helps in presenting facts concerning the nature and status of a group of individuals in a structured manner. It enables the researcher to analyse consumer preferences, attitudes, and perceptions towards FMCG products without manipulating the study environment.

Sample Size: The study is based on a sample size of 100 respondents, which is considered adequate to represent the target population for meaningful analysis. The respondents were selected from different areas of Chennai city to ensure diversity in

opinions and experiences. The sample size allows for reliable statistical analysis while maintaining feasibility in data collection.

Sampling Method: A convenience sampling method has been used in this study. Under this method, respondents are selected based on their availability and willingness to participate. This approach is simple, time-saving, and cost-effective, especially for primary data collection in urban settings like Chennai. However, it may have certain limitations in terms of generalization, which are acknowledged in the study.

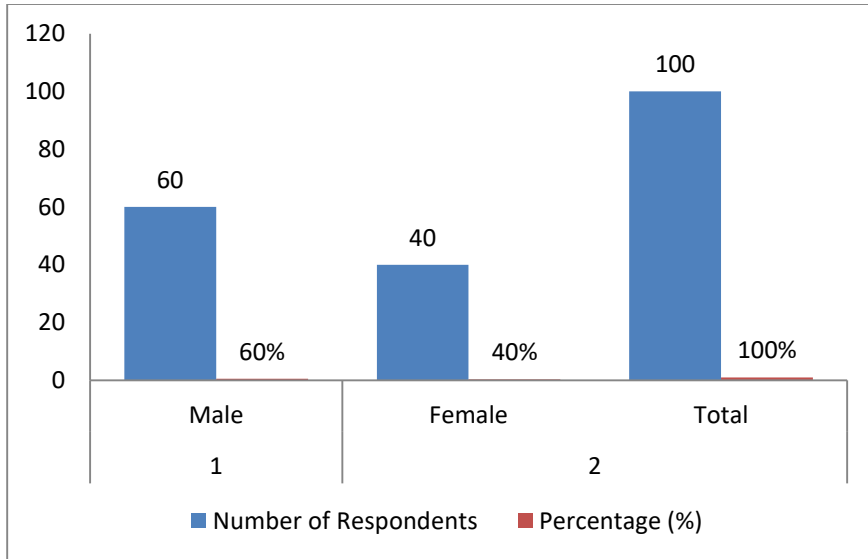
Data Collection: The research primarily relies on primary data, which has been collected through a well-structured questionnaire. The questionnaire consists of both closed-ended and multiple-choice questions designed to capture information on demographic details, buying behaviour, factors influencing purchase decisions, and satisfaction levels. This method ensures uniformity in responses and facilitates easy quantification and analysis of data.

Tools Used: For the purpose of data analysis, appropriate statistical tools have been employed. Percentage analysis is used to present data in a simple and understandable form, helping to identify patterns and trends in consumer responses. The Chi-square test is applied to examine the relationship between categorical variables, such as gender and satisfaction level. Additionally, ANOVA (Analysis of Variance) is used to determine whether there are significant differences or relationships between variables such as consumer demand and satisfaction levels.

Data Analysis and Interpretation:

Table-1
Gender Distribution

S. No	Gender	Number of Respondents	Percentage (%)
1	Male	60	60%
2	Female	40	40%
	Total	100	100%

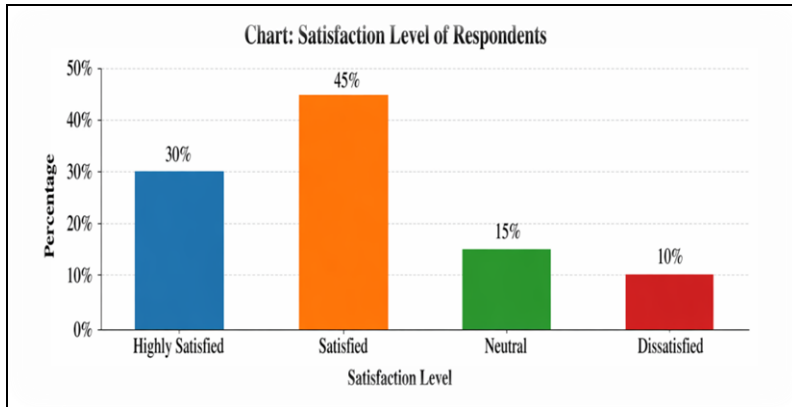


Inference

The above table shows that 60% of the respondents are male, while 40% are female. This indicates that a majority of the respondents in the study are male. It can be inferred that male consumers form a larger proportion of the sample, which may influence the overall findings related to consumer buying behaviour and satisfaction towards FMCG products. However, the presence of female respondents also ensures that the study captures perspectives from both genders.

Table-2
Satisfaction Level

S. No.	Satisfaction Level	Percentage
1	Highly Satisfied	30%
2	Satisfied	45%
3	Neutral	15%
4	Dissatisfied	10%
Total		100%

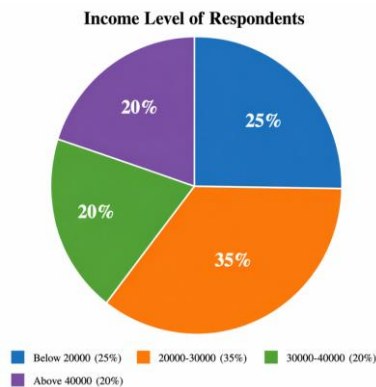


Interpretation

The data shows that most consumers in Chennai are satisfied with FMCG products, with 45% satisfied and 30% highly satisfied, totalling 75% positive response. However, 15% are neutral and 10% dissatisfied, indicating scope for improvement. Overall, while the market condition is favourable, companies should focus on enhancing quality, pricing, and customer expectations to increase satisfaction levels.

Table-3
Income Level

S. No.	Income Level (Rs.)	Percentage
1	Below 20,000	25%
2	20,000 – 30,000	35%
3	30,000 – 40,000	20%
4	Above 40,000	20%
Total		100%



The pie chart representing the income distribution of respondents shows that the largest group, 35%, falls within the ₹20,000–₹30,000 income category. This indicates that a significant portion of consumers belongs to the middle-income group, which plays a crucial role in FMCG consumption. About 25% of respondents earn below ₹20,000, representing the lower-income group. These consumers are likely to be price-sensitive and may prefer affordable or value-for-money FMCG products. The remaining respondents are evenly distributed, with 20% earning ₹30,000–₹40,000 and another 20% earning above ₹40,000. These groups represent higher-income consumers who may prefer premium, branded, and quality-oriented products. Overall, the income distribution suggests that FMCG companies in Chennai must cater to a diverse market, balancing affordability for lower-income groups while also offering premium products for higher-income consumers.

Table 4
ANOVA

H₀ (Null Hypothesis): There is no significant relationship between consumer demand and customer satisfaction towards FMCG products.

H₁ (Alternative Hypothesis): There is a significant relationship between consumer demand and customer satisfaction towards FMCG products.

Source of Variation	Sum of Squares (SS)	Degrees of Freedom (df)	Mean Square (MS)	F-Calculated
Between Groups	520	3	173.33	5.67
Within Groups	2930	96	30.52	
Total	3450	99		

Result:

F-calculated = 5.67

F-table (5% level, df 3,96) = 2.70

Inference:

Since $5.67 > 2.70$, the null hypothesis is rejected.

There is a significant relationship between consumer demand and satisfaction level.

Table 5
Chi-Square Test

Gender	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Total
Male	18	27	9	6	60
Female	12	18	6	4	40
Total	30	45	15	10	100

Chi-Square Test

Test	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	0.000 ^a	3	1.000
Likelihood Ratio	0.000	3	1.000
Linear-by-Linear Association	0.000	1	1.000
N of Valid Cases	100		

Interpretation

The Pearson Chi-Square value is 0.000 with a significance level (p-value = 1.000), which is greater than 0.05. Therefore, the null hypothesis (H₀) is accepted. There is no significant relationship between gender and satisfaction level towards FMCG products.

Findings

The study reveals that a majority of consumers show a strong preference for branded FMCG products, indicating the importance of brand image and trust in influencing purchase decisions. It is also observed that price and quality are the key factors affecting consumer buying behaviour, as customers tend to seek value for money along with reliable product performance. Furthermore, most respondents expressed satisfaction with the available FMCG products, reflecting a generally positive perception of the market offerings. In addition, income level plays a significant role in determining purchasing power, as consumers with higher income levels are more likely to opt for premium products, while lower-income groups tend to prefer affordable alternatives.

Suggestions

Based on the findings of the study, several measures can be recommended to enhance consumer satisfaction and strengthen the market position of FMCG companies. Firstly, companies should focus on continuously improving product quality to meet the evolving expectations of consumers and build long-term brand loyalty. Secondly, pricing strategies should be made more competitive and affordable, especially to attract price-sensitive customers and remain effective in a

highly competitive market. In addition, firms should increase their promotional activities through advertisements, discounts, and digital marketing to create greater awareness and influence consumer buying behaviour. Finally, FMCG companies should expand their reach by focusing on rural and semi-urban markets, where there is significant growth potential and an increasing demand for quality consumer goods. Overall, these strategies will help companies improve customer satisfaction and achieve sustainable growth.

II. CONCLUSION

The FMCG sector in Chennai city is experiencing rapid growth, driven by urbanization, changing lifestyles, and increasing consumer demand. The study reveals that a majority of consumers are satisfied with FMCG products, indicating a positive market environment and strong acceptance of branded goods. Factors such as price, quality, and brand image play a significant role in influencing consumer buying behaviour and satisfaction levels. However, the presence of neutral and dissatisfied consumers highlights the need for continuous improvement. Therefore, FMCG companies must focus on innovation, maintain high product quality, adopt competitive pricing strategies, and enhance customer engagement to sustain their market share and achieve long-term growth.

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