Impact Factor 6.853 SJIF

RESEARCH ARTICLE
Vol.6.Issue.1.2019
Jan-Mar

www.ijbmas.in

ISSN:2349-4638

INTERNATIONAL JOURNAL OF BUSINESS, MANAGEMENT AND ALLIED SCIENCES (IJBMAS)

A Peer Reviewed International Research Journal

A STUDY ON CUSTOMER PREFERENCE ON BRANDED FMCG PRODUCTS

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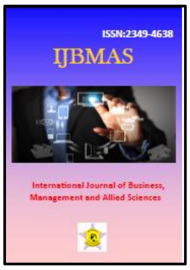
https://doi.org/10.33329/ijbmas.6119.56



ABSTRACT

A Study on customer preference on branded products aimed to study the brand awareness of the customers towards the FMCG products, to analyze and study the brand preference of the customers also to identify the factors which influence the buying behaviour of the customers. The Fast Moving Consumer Goods (FMCG) industry in India is one of the largest sectors in the country and over the years has been growing at a very steady pace. The sector consists of consumer non-durable products which broadly consists, personal care, household care and food & beverages. The Indian FMCG industry is largely classified as organized and unorganized. This sector is also buoyed by intense competition. Besides competition, this industry is also marked by a robust distribution network coupled with increasing influx of MNC's across the entire value chain. This sector continues to remain highly fragmented.50 respondents have been selected following convenient sampling method. Questionnaires were used as data collecting instrument. Data was analyzed using tabulation, percentages. Recommendations from the study were the majority of respondents initiate their complaints to the shopkeeper, he should provide more customer services and the shopkeeper should act as a link between the manufacturer and the customers.

INTRODUCTION

Fast Moving Consumer Goods (FMCG) also known as Consumer Packaged Goods (CPG) is products that have a quick turnover and relatively low cost. Consumers generally put less thought into the purchase of FMCG than they do for other products. Though the absolute profit made on FMCG products is relatively small, they generally sell in large numbers and so the cumulative profit on such products can be large. FMCG industry is innovative, full of rich experience, reaches worldwide, people working with FMCG may get frequent opportunity to travel meet new culture, gets experience very quickly and chances to rise in status is much easier.

The Fast Moving Consumer Goods (FMCG) industry in India is one of the largest sectors in the country and over the years has been growing at a very steady pace. The sector consists of consumer non-durable products which broadly consists, personal care, household care and food &

beverages. The Indian FMCG industry is largely classified as organized and unorganized. This sector is also buoyed by intense competition. Besides competition, this industry is also marked by a robust distribution network coupled with increasing influx of MNC"s across the entire value chain. This sector continues to remain highly fragmented.

The FMCG industry is volume driven and is characterized by low margins. The products are branded and backed by marketing, heavy advertising, slick packaging and strong distribution networks. The FMCG segment can be classified under the premium segment and popular segment. The premium segment caters mostly to the higher/upper middle class which is not as price sensitive apart from being brand conscious. The price sensitive popular or mass segment consists of consumers belonging mainly to the semi-urban or rural areas who are not particularly brand conscious. Products sold in the popular segment have considerably lower prices than their premium counterparts. Products which have a quick turnover, and relatively low cost are known as Fast Moving Consumer Goods (FMCG). FMCG products are those that get replaced within a year. Examples of FMCG generally include a wide range of frequently purchased consumer products such as toiletries, soap, cosmetics, tooth cleaning products, shaving products and detergents, as well as other non-durables such as glassware, bulbs, batteries, paper products, and plastic goods. FMCG may also include pharmaceuticals, consumer electronics, packaged food products, soft drinks, tissue paper, and chocolate bars. There is a huge growth potential for all the FMCG companies as the per capita consumption of almost all products in the country is amongst the lowest in the world. Again the demand or prospect could be increased further if these companies can change the consumer's mindset and offer new generation products. Earlier, Indian consumers were using non-branded apparel, but today, clothes of different brands are available and the same consumers are willing to pay more for branded quality clothes. It's the quality, promotion and innovation of products, which can drive many sectors.

SCOPE OF THE STUDY

The study focuses on the preference of customers towards the branded Fast Moving Consumer Goods (FMCG). The need of this project also arose because this study can help to know whether the work done by the company in the area of new products is able to satisfy the customers or not. The major focus of the study conducted therefore is to discover the factors that people are aware about the upcoming new products and the attribute of the product which attracted them for a trial. The study was restricted to only around 50 customers.

OBJECTIVES **OF THE STUDY**

1. To study the brand awareness of the customers towards the FMCG products.
2. To analyze and study the brand preference of the customers.
3. To identify the factors which influence the buying behaviour of the customers.
4. To analyze the brand loyalty of the customers.

RESEARCH METHODOLOGY

DATA COLLECTION

Data can be obtained from primary or secondary sources. Primary data refers to the information obtained firsthand by the researcher on the variables of interest for the specific purpose of the study. The primary data are directly collected from the respondent through survey On the other hand; the secondary data are those were already collected from someone else and which have been passed though the statistical process. In this research, the secondary data are collected through books, websites etc.

SOURCES FOR DATA COLLECTION

Major sources which are useful to collect primary data include Questionnaire and interviews occasionally. In this research, the researcher collected primary data using a structured questionnaire from consumers of different age groups. Secondary data for the study were collected from the sources through the internet.

SAMPLE SIZE

A sample size refers to the number of observations to be selected from the population that constitutes a sample. For this particular study, **50** samples were collected for the purpose of the survey.

LIMITATIONS OF THE STUDY

In attempt to make this project authentic and reliable, every possible aspect of the topic was kept in mind. Nevertheless, despite of fact constraints were at play during the formulation of this project. The main limitations are as follows:

1. Due to limitation of time only few people were selected for the study. So the sample collected was not enough to generalize the findings of the study.
2. People were hesitant to disclose the true facts.
3. Advanced statistical tools were not used for analysis.
4. The chance of biased response can't be eliminated though all necessary steps were taken to avoid the same

DATA ANALYSIS AND INTERPRETATION

Table 1 Gender Wise Classification

Sl. No.	Gender	Total	Percentage
1.	Male	26	52
2.	Female	24	48
	Total	50	100

Source: Survey Data

From the above table, 52% of the total respondents are male while 48% are female

Table 2 Age Wise Classification

Sl.No.	Age	Total	Percentage
1.	Below 25 years	17	34
2.	26-30 years	10	20
3.	31-35 years	15	30
4.	36-40 years	3	6
5.	41-45 years	2	4
6.	Above 45 years	3	6
	Total	50	100

Source: Survey Data

Out of 50 respondents,34% of respondents belong to the age below 25,20% belong to the age group 25-30,30% belongs to the age group 31-35,6% belong to the age group 36-40 and 4% belongs to the age 41-45 and 6% belongs to the age group above 45.

Table 3 Educational Qualifications

Sl. No.	Educational Qualification	Total	Percentage
1.	School level	8	16
2.	Graduates	31	62
3.	Professionals	9	18
4.	Technical	2	4
	Total	50	100

Source: Survey Data

From the above table, 16% of respondents have school level education.62% are graduates, 18% are professionals and 4% are technically qualified

Table 4 Marital Status

Sl.No.	Marital Status	Total	Percentage
1.	Married	32	64
2.	Unmarried	18	36
	Total	50	100

Source: Survey Data

The above table shows the marital status of the respondents. 64% of respondents are married and 36% are unmarried.

Table 5 Occupation Wise Classifications

Sl. No.	Occupation	Total	Percentage
1.	Agriculture	1	2
2.	Business	4	8
3.	Government Employee	7	14
4	Private employee	10	20
5.	Self-Occupied	3	6
6	others	25	50
	total	50	100

Source: Survey Data

2% of total respondents earn their livelihood through agriculture, 8% are engaged in business, 14% of respondents are government employees, 20% are private employees, 6% are self-occupied and the remaining 50% respondents are engaged in other jobs.

Table 6 Family Incomes

Sl.No	Family Income	Total	Percentage
1.	Below Rs.5000	2	4
2.	Rs.5001-10000	6	12
3.	Rs. 10001-15000	8	16
4.	Rs. 15001-25000	3	6
5.	Above Rs. 25000	31	62
	Total	50	100

Source: Survey Data

The family income of 4% of respondents are below Rs.5000.12% of respondents have income between Rs.5001 and Rs.10000,16% have income between Rs.10001 and Rs.15000. Rs.15001-Rs.25000 are the income of 6% respondents and 62% of respondents have a monthly income of more than Rs.25000.

Table 7 Classifications of Respondents Based On Their Awareness Of Various Brands

Sl. No.	Awareness of FMCG brands that are available in the market	Total	Percentage
1.	Of course, all the brands	21	42
2.	Only some brands	14	28
3.	Only the brands which are frequently used	15	30
4.	Not interested in various brands	0	0
	Total	50	100

Source: Survey data

The above table shows the consumer awareness of various brands that are available in the market. Majority of respondents (42%) are aware of all the FMCG brands that are available in the market. 28% of total respondents are familiar with only some brands and 30% of them are familiar with only those brands which are frequently used by them.

Table 8 Classifications Based on Buying Behaviour of Customers

Sl.No.	Buy branded FMCG products in place of non- branded FMCG products Regardless of high prices.	Total	Percentage
1.	Strongly agree	7	14
2.	Agree	16	32
3.	Neither agree nor disagree	16	32
4.	Disagree	8	16
5.	Strongly disagree	3	6
	Total	50	100

Source: Survey data

From the above table,14% of respondents strongly agree with the opinion that they buy branded FMCG products in place of non-branded FMCG products regardless of high prices.32% of respondents agree with this statement.32% neither agree or disagree,16% of them disagree and 6% of them strongly disagree with this opinion.

Table 9 Classification Based on Brand Preference of Respondents

Sl.No.	Products	Total	Percentage
I	Shampoo;		
	i. Pantene	6	12
	ii. Sunsilk	14	28
	iii. Head & Shoulders	8	16
	iv. Dove	10	20
	v. Garnier	2	4
	vi. Others	10	20
	Total	50	100
II	Soap;		

	i. Pears	12	24
	ii. Lux	13	26
	iii. Dove	10	20
	iv. Fiama	1	2
	v. Chandrika	5	10
	vi. Others	9	18
	Total	50	100
III	Toothpaste;		
	i. Colgate	33	66
	ii. Close- Up	6	12
	iii. Pepsodent	2	4
	iv. Paradontex	0	0
	v. Sensodyne	6	12
	vi. Others	3	6
	Total	50	100
IV	Detergents;		
	i. Surf Excel	14	28
	ii. Arial	4	8
	iii. Henko	4	8
	iv. Tide	6	12
	v. Sunlight	16	32
	vi. Others	6	12
	Total	50	100

Source: Survey data

The above table shows the brand preference of respondents.

I. Shampoo- 12% of respondents prefer Pantene, 28% prefer Sunsilk, 16% prefer Head & Shoulders, 20% prefer Dove, 4% prefer Garnier, and the remaining 20% prefer other brands.

II. Soap- 24% respondents prefer Pears, 26% prefer Lux, 20% prefer Dove, 2% prefer Fiama, 10% prefer Chandrika and 18% prefer other brands.

III. Toothpaste- 66% respondents prefer Colgate, 12% prefer Close-Up, 4% prefer Pepsodent, 12% prefer Sensodyne and the remaining 6% of respondents prefer other brands.

IV. Detergents- 28% of respondents prefer surf exel, 8% prefer Arial, 8% prefer Henko, 12% prefer Tide, 32% prefer Sunlight and remaining 12% of respondents prefer other brands.

Table 10 Based on Social Status

Sl.No.	The FMCG products preferred gives social status	Total	Percentage
1.	Strongly agree	3	6
2.	Agree	18	36
3.	Neither agree nor disagree	18	36
4.	Disagree	17	14
5.	Strongly disagree	4	8
	Total	50	100

Source: Survey data

From the above table, 6% of respondents strongly agree with the opinion that FMCG products they prefer give social status, 36% agree with this statement, 36% of respondents neither neither agree nor disagree, 14% disagree and 8% of respondents strongly disagree with the opinion.

Table 11 Classifications of Respondents Based On Brand Preference With Respect To The Level Of Income

Sl. No.	Preference in FMCG brand changes with respect to the level of income	Total	Percentage
1.	Strongly agree	5	10
2.	Agree	22	44
3.	Neither agree nor Disagree	14	28
4.	Disagree	6	12
5.	Strongly disagree	3	6
	Total	50	100

Source: Survey data

From the above table, 10% of respondents strongly agree with the statement that their preference in FMCG brand change with respect to their level of income, 44% just agree to this opinion, 28% neither agree nor disagree, 12% disagree and 6% of them strongly disagree with the opinion

Table 12 Classifications Based On The Motivation Of Respondents To Choose A Particular Brand Of FMCG Product

Sl. No.	Motivator to choose a particular brand of FMCG products	Total	Percentage
1.	Quality of the brand	44	88
2.	Physical appearance of the brand	2	4
3.	Price of the brand	2	4
4.	Others	2	4
	Total	50	100

Source: Survey data

In the above table, 88% of respondents are motivated by the quality of the brand, 4% are motivated by the physical appearance of the brand. Price of the brand is the motivator of 4% respondents and the remaining 4% of respondents are motivated by other reasons to choose a particular brand of FMCG product.

Table 13 Classifications Based on the Influence of Respondents to Choose a Particular Brand

Sl. No.	Influencer to choose a particular brand	Total	Percentage
1.	Media	20	40
2.	Family	13	26
3.	Friends	11	22
4.	Shopkeeper	4	8
5.	Others	2	4
	Total	50	100

Source: Survey data

Majority of respondents (40%) are influenced by media to choose a particular brand,28% are influenced by family members,22% are influenced by friends,8% are influenced by shopkeeper and 4% of the respondents are influenced by others factors.

Table 14 Classifications Based on The Promotional Offers Influenced By The Respondents.

Sl. No.	Promotional offers that help to choose a particular brand	Total	Percentage
1.	Price discounts	25	50
2.	Free gifts	6	12
3.	Lucky draw	2	4
4.	Buy one get one free	4	8
5.	Trial Packs	5	10
6.	Others	8	16
	Total	50	100

Source: Survey data

Customers are influenced by various promotional offers given by the companies. Out of 50 respondents, half(50%) of the respondents are influenced by price discounts,12% are influenced by free gifts,4% are influenced by lucky draw,8% are influenced by buy 1 get 1 offer, 10% are influenced by trial pack and 16% of them are influenced by other promotional offers.

Table 15 classifications based of satisfaction of respondents.

Sl.No	Completely satisfied with the brand preferred	Total	Percentage
1.	Strongly agree	10	20
2.	Agree	32	64
3.	Neither agree nor disagree	7	14
4.	Disagree	0	0
5.	Strongly disagree	1	2
	Total	50	100

Source: Survey data

From the above table, 20% of respondents strongly agree to the statement that they are completely satisfied with the brand they prefer, 64% of them agree, 14% of respondents neither agree nor disagree to the statement and 2% of them strongly disagree.

Table 16 classifications based on the case of dissatisfaction.

Sl. No	Whom to make a complaint in case of dissatisfaction	Total	Percentage
1.	Shopkeeper	26	52
2.	Manufacturer	2	4
3.	Consumer Court	10	20
4	Not interested in making complaints	12	24
	Total	50	100

Source: Survey data

If there is any complaint, 52% of respondents complain to shopkeeper, 4% complain to manufacturer, 20% complain to consumer court and 24% of respondents are not interested in making complaints.

Table 17 Classifications Based on Feedbacks Given by the Respondents

Sl. No.	Frequency of giving feedbacks of the chosen brand	Total	Percentage
1.	Once in a week	3	6
2.	Once in a year	2	4
3.	Frequently	4	8
4.	Not given any feedbacks	41	82
	Total	50	100

Source: Survey data

Majority of respondents (82%) have not given any feedbacks. 6% of respondents had given feedbacks once in a week,4% have given the feedback once in a year and 8% of respondents have given their feedbacks frequently to the shopkeeper/manufacturer.

Table 18 Classifications Based on the Stoppage of Using A Particular Brand.

Sl. No	Stop Using A Particular Brand When There is a Price Hike for that Brand	Total	Percentage
1.	Strongly Agree	4	8
2.	Agree	16	32
3.	Neither Agree Nor Disagree	17	34
4.	Disagree	5	10
5.	Strongly Disagree	8	16
	Total	50	100

Source: Survey data

From the above table, 8% of respondents strongly agree to the opinion that they would stop the use of a particular brand when there is a price hike for the same. 32% agree, 34% neither agree nor disagree, 10% disagree and 16% of them are strongly disagreeing with the opinion.

Table 19: A: classification based on the interest of customers To continue the use of a brand or to switch over to other brand

Sl. No.	Like to switch over to other brands	Total	Percentage
1.	Yes	13	26
2.	No	37	74
	Total	50	100

Source: Survey data

From the above table, 74% of respondents like to stick on the brand they prefer while 26% of them like to switch over to other brand.

Table 19: B: Classification Based on the Brands to Which the Respondents Would Switch Over

Sl. No	Products	Total	Percentage
I	Shampoo;		
	i Pantene	0	0
	ii.Sunsilk	3	23
	iii.Head & Shoulders	2	15
	iv.Dove	7	54
	v.Garnier	1	8
	vi.Others	0	0

	Total	13	100
II	Soap;		
	i.Pears	1	8
	ii.Lux	3	23
	iii.Dove	3	23
	iv.Fiama	1	8
	v.Chandrika	2	15
	vi.Others	3	23
	Total	13	100
III	Toothpaste;		
	i.Colgate	0	0
	ii.Close- Up	4	30
	iii.Pepsodent	1	8
	iv.Paradontex	0	0
	v.Sensodyne	7	54
	vi.Others	1	8
	Total	13	100
IV	Detergents;		
	i.Surf Exel	7	54
	ii.Arial	1	8
	iii.Henko	2	15
	iv.Tide	1	8
	v.Sunlight	2	15
	vi.Others	0	0
	Total	13	100

Source: Survey data

The above table shows the brand to which the respondents would switch over to.

1. Shampoo-23% of respondents would switch over to Sunsilk, 15% would switch over to Head&Shoulders, 54% would switch over to Dove and the remaining 8% would switch over to Garnier.
2. Soap- 8% of respondents would switch over to Pears, 23% of respondents would switch over to Lux, 23% would switch over to Dove, 8% would switch over to Fiama, 15% of respondents would switch over to Chandrika and the rest 23% would switch over to other brands.
3. Tooth paste- 30% of respondents would switch over to Close-Up, 8% would switch over to Pepsodent, 54% would switch over to Sensodyne and the remaining 8% of respondents would switch over to other brands.
4. Detergents- 54% of respondents switch over to Surf Excel, 8% would switch over to Arial, 15% would switch over to Henko, 8% of respondents would switch over to Tide and the remaining 15% would switch over to Sunlight.

Table 20 Classifications based on the Reasons of Respondents to Switch over to other Brands

Sl. No.	Reason to switch over to other brand	Total	Percentage
1.	When you are dissatisfied with quality of the old brand	22	44
2.	When the old brand is not available	17	34
3.	When there is a price hike for the old brand	10	20

4.	Any other reason	1	2
	Total	50	100

Source: Survey data

44% of respondents would switched over the brand when they are dissatisfied with the quality of the old brand,34% would switch over in case non-availability of the old brand,20%would switch over when there is a price hike and 2%would switch over due to other reasons.

FINDINGS

1) 52% of the total respondents are male while 48% are female.

2) Out of 50 respondents,34% of respondents belong to the age below 25,20% belong to the age group 25-30,30% belongs to the age group 31-35,6% belong to the age group 36-40 and 4% belongs to the age 41-45 and 6% belongs to the age group above 45.

3) 16% of respondents have school level education.62% are graduates, 18% are professionals and 4% are technically qualified.

4) 64% of respondents are married and 36% are unmarried.

5) 2% of total respondents earn their livelihood through agriculture,8% are engaged in business,14% of respondents are government employees,20% are private employees, 6% are self-occupied and the remaining 50% respondents are engaged in other jobs.

6) The family income of 4% of respondents are below Rs.5000.12% of respondents have income between Rs.5001 and Rs.10000,16% have income between Rs.10001 and Rs.15000. Rs.15001-Rs.25000 are the income of 6% respondents and 62% of respondents have a monthly income of more than Rs.25000.

7) Majority of respondents (42%) are aware of all the FMCG brands that are available in the market. 28% of total respondents are familiar with only some brands and 30% of them are familiar with only those brands which are frequently used by them.

8) 14% of respondents strongly agree with the opinion that they buy branded FMCG products in place of non-branded FMCG products regardless of high prices.32% of respondents agree with this statement.32% neither agree or disagree,16% of them disagree and 6% of them strongly disagree with this opinion.

9) Customer preferences of various brands;

i) Shampoo: 12% of respondents prefer Pantene, 28% prefer Sunsilk, 16% prefer Head&Shoulders, 20% prefer Dove, 4% Garnier and 20% prefer other brands.

ii) Soap: 24% of respondents prefer Pears. Lux, Dove, Fiama and Chandrika have been preferred by 26%, 20%, 2% and 10% of respondents respectively. Remaining 18% of respondents prefer other brands.

iii) Toothpaste: 66% of respondents prefer Colgate. Close-Up, Pepsodent, Sensodyne have been preferred by 12%, 4% and 12% respectively. Remaining 12% prefer other brands.

iv)Detergents: 28% of respondents prefer Surf Exel, 8% prefer Arial, 8% prefer Henko, 12% prefer Tide, 32% prefer Sunlight and 12% prefer other brands.

10) 6% of respondents strongly agree with the opinion that FMCG products they prefer give social status,36% agree with this statement,36% neither agree nor disagree,14% disagree and 8% of respondents are strongly disagree with the opinion.

11) 10% of respondents strongly agree with the statement that their preference in FMCG brand change with respect to their level of income, 44% just agree to this opinion, 28% neither agree nor disagree, 12% disagree and 6% of them strongly disagree with the opinion.

12) 88% of respondents are motivated by the quality of the brand, 4% are motivated by the physical appearance of the brand. Price of the brand is the motivator of 4% respondents and the remaining 4% of respondents are motivated by other reasons to choose a particular brand.

13) Majority of respondents (40%) are influenced by media to choose a particular brand,26% are influenced by family members,22% are influenced by friends,8% are influenced by shopkeeper and 4% of the respondents are influenced by others factors.

14) Customers are influenced by various promotional offers given by the companies. Out of 50 respondents, half (50%) of the respondents are influenced by price discounts,12% are influenced by free gifts,4% are influenced by lucky draw,8% are influenced by buy 1 get 1 offer, 10% are influenced by trial pack and 16% of them are influenced by other promotional offers.

15) 20% of respondents strongly agree to the statement that they are completely satisfied with the brand they prefer, 64% of them agree, 14% of respondents neither agree nor disagree to the statement and 2% of them strongly disagree.

16) If there is any complaint, 52% of respondents complain to shopkeeper, 4% complain to manufacturer, 20% complain to consumer court and 24% of respondents are not interested in making complaints.
17) Majority of respondents (82%) have not given any feedbacks. 6% of respondents had given feedbacks once in a week,4% have given the feedback once in a year and 8% of respondents have given their feedbacks frequently to the shopkeeper/manufacturer.

18) 8% of respondents strongly agree to the opinion that they would stop the use of a particular brand when there is a price hike for the same. 32% agree, 34% neither agree nor disagree, 10% disagree and 16% of them are strongly disagreeing with the opinion.

19a) 74% of respondents like to stick on the brand they prefer while 26% of them like to switch over to other brand.

19b) Out of 50 respondents, 26% respondents would like to switch over to other brands. The brand to which they are switching over to;

i) Shampoo: 23% of respondents would switch over to Sunsilk, 15% would switch over to Head&Shoulders, 54% would switch over to Dove and the remaining 8% would switch over to Garnier.

ii) Soap: 8% of respondents would switch over to Pears, 23% of respondents would switch over to Lux, 23% would switch over to Dove, 8% would switch over to Fiama, 15% of respondents would switch over to Chandrika and the rest 23% would switch over to other brands.

iii) Tooth paste: 30% of respondents would switch over to Close-Up, 8% would switch over to Pepsodent, 54% would switch over to Sensodyne and the remaining 8% of respondents would switch over to other brands.

iv) Detergents: 54% of respondents switch over to Surf Excel, 8% would switch over to Arial, 15% would switch over to Henko, 8% of respondents would switch over to Tide and the remaining 15% would switch over to Sunlight. 20) 44% of respondents would switched over the brand when they are dissatisfied with the quality of the old brand,34% would switch over in case non-availability of the old brand,20%would switch over when there is a price hike and 2%would switch over due to other reasons.

Suggestions

- The marketer or the manufacturer of the brand should concentrate more on the quality of the brand as 88% of total respondents prefer only quality products. So, manufacturers should not make any compromise in the quality of the brand.
- The marketers should take considerable efforts in advertising as 40% of total respondents are influenced by media to prefer a particular brand. The marketers should also promote viral marketing as other respondents are influenced by their family and friends to choose a particular brand.
- As the majority of respondents initiate their complaints to the shopkeeper, he should provide more customer services and the shopkeeper should act as a link between the manufacturer and the customers.

CONCLUSION

The findings from the study suggest some discernible points about the customer preferences on branded FMCG products The consumers have become quality conscious as reflected by their buying behaviour. Pricing, promotional deals and product availability, all have remarkable impact on the position of the brand in the buyer's preference. Quality is important in the context of purchase and consumption of FMCG. Therefore organizations should not compromise on the quality of FMCG products. Attractive packaging creates a favourable impression in customers‟ minds which influences their buying behaviour. The responses of customers are quite mixed in the specified areas. Customers prefer some of the popular brands but they also prefer to use local brands also. The loyalty status for brands is also moderate in the markets. Marketers need to provide some price discounts and also have to concentrate on advertising in order to attract the customers. As the customers initiate their complaints to the retailers, they have to provide good customer services to retain them. The brands potential can only be fulfilled by continually reinforcing its perceived quality, up market identity and relevance to the buyer.

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