

Consumer Behaviour Towards Fast Moving Consumer Goods (FMCG) – A Study of Rural Consumers of North Arcot Region, Tamil Nadu.

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Abstract

Consumer markets play a crucial role in daily demand. Consequently, this article examines the purchasing behaviour of rural consumers within specific categories of fast-moving consumer goods (FMCG) in rural areas. The rural customer is often seen as having limited knowledge. They are sensitive to prices and have less exposure to products. They are also influenced by reference groups. The paper aims to analyse rural consumer behaviour towards utilising selected categories of FMCG Products. The data was collected from 188 consumers situated in rural areas of the North Arcot Region (Currently Vellore, Ranipet, Tiruvannamalai and Tirupathur Districts) of Tamil Nadu. Descriptive analysis, Garret Ranking Analysis and Analysis of Variance (ANOVA) has been employed to analyse the data. This study found that rural consumers are price-sensitive and prefer branded products. The survey also provides substantial evidence indicating that FMCG products excel in quality and composition and found significant results from this study.

Keywords: FMCG, Consumer Behaviour, Rural Consumers, the economy and their buying decision.

I.INTRODUCTION

A consumer's behaviour entails the "decision-making and physical activity involved in purchasing, assessing, utilising, and disposing of goods and services," as defined by the Oxford English Dictionary. Webster defines "buying behaviour as any psychological, social, and physical activity on the part of a potential consumer in the process of learning about, evaluating, purchasing, consuming, and recommending a product or service. What constitutes "consumer behaviour" is the process by which individuals select, use, and eventually discard a product or service. Environmental elements, such as social influences and cultural standards, and psychological features, such as learning, motivation, and perception, all have a role. Price and ease of access are major factors in rural areas when making a purchase, but faith in the brand and recommendations from friends and family also play a significant influence. Customers in rural areas now have more alternatives than ever before because of the proliferation of internet access, which has also altered long-established buying habits." Consumer behaviour, in the words of Walter and Paul, is the process by which individuals determine what, when, how, and from where to purchase products and services." Thus, consumer behaviour can be thought of as the actions individuals take while deciding what, when, and how to buy from the economic products and services market. Over the past few years, the Indian consumer durables business has seen significant transformation. As a result of several factors, including a rise in disposable income, a rise in the popularity of advertising, a boom in the real estate and housing markets, and a rise in the prominence of these sectors, consumers' habits have shifted dramatically. A consumer looking to purchase in today's market is armed with the knowledge necessary to select the best brand for their requirements. Each one of a consumer's purchases requires them to make some kind of choice. A customer is a person who does things like shop, think about what to buy, and evaluate how well it works. While many products are designed for one-time use, consumer durables are built to last for multiple years of heavy use before needing to be replaced. There are at least a couple of consumer durables in every home. Consumer durables are one of India's most rapidly expanding sectors because of the country's rapidly expanding middle class.

The product's type, style, brand, and trademark can be greatly informed by research on consumer behaviour. What long products last, what kinds of prices are set, and how useful they are all come down to consumer preferences. Individual and collective reactions among the target consumers, as shown in their purchasing habits, are crucial to the success or failure of any marketing campaign. The study of consumer behaviour focuses on what prompts individuals to make purchases.

Consumer behaviour (CB) is a study subject that is perpetually sought after. Marketers must comprehend customer behaviour to influence purchasing decisions. Consumer behaviour represents a psychological aspect of how individuals acquire products, services, or other items. Barmola and Srivastava (2010). The examination of consumer behaviour holds significant relevance in contemporary society, As each individual takes on the role of a consumer, they engage in a multitude of purchasing decisions daily. It is essential to comprehend the decision-making criteria that affect personal buying choices, whether they stem from a recognized problem or need, or are the result of a strategically crafted marketing initiative (Stankevich 2017).

Fast Moving Consumer Goods (FMCG) are defined as items associated with minimal purchase transactions, risk, and participation, coupled with a high frequency of purchases. “FMCG products encompass personal care items such as toothpaste, soaps, deodorants, and shampoos, as well as food and beverage products like chocolates, soft drinks, and candies” (Mann and Kaur 2013). Gopinath (2019) “asserts that a significant correlation exists among the aspects influencing consumer decision-making. The factors are intricately linked and favourably correlated. Only value consciousness significantly influences consumer decision-making. In contemporary marketing, the client reigns supreme”. Kumar and Gowtham (2019) identified “Fast Moving Consumer Goods as a potent marketing approach and essential instrument for various business contexts, as they can integrate social networking platforms with advertising and marketing strategies that align with transforming and enhancing consumer behaviour expectations to advance organizational objectives”. Pillai and Jothi (2020) discovered “that advertisement, cultural orientation, celebrity endorsement, brand impact, and consumer buying behaviour exhibited no significant changes among age groups. Moreover, celebrity endorsement adversely affects brand influence, whereas brand influence positively impacts consumer purchase behaviour”. The authors (Ali and Muhammad 2021) asserted that promotional instruments, including free sample offers and price reductions, significantly influence consumer purchasing behaviour, with consumers showing greater attraction to free samples and price discounts on products of interest or desire. Moreover, Qazzafi (2019) discovered that customers participate in all five phases of the decision-making process when acquiring items purchased seldom, namely once or twice a year, characterized by a high degree of engagement. For products intended for everyday use or those that are low-cost, the customer has a minimal part in the decision-making process. When acquiring routine things, one or more phases of the decision-making process will probably be omitted. Individuals acquire goods or services when a necessity emerges. Shaikh (2020) disclosed that fast-moving consumer goods (FMCG) are items characterized by low-profit margins and high sales volumes. Moreover, the authors concluded that brand awareness is increasing in rural areas, and customers, regardless of literacy, favour branded

products due to the assurance of quality associated with reputable producers. Consequently, the majority of customers are affected by brand and quality when purchasing FMCG items. Nayak and Dash (2021) determined that the predominant consumers of FMCG items are middle-class households, with more than fifty per cent of this demographic residing in rural India. The industry is enthusiastic about the expanding rural population, whose incomes are rising and who are keen to invest in enhancements to their quality of life. Nayak and Parija (2020) elucidated the decision-making process of rural consumers regarding the allocation of their finite resources (time, effort, and money) on consumption-related items, their responses to various product attributes, pricing, and advertising to achieve a competitive edge, as well as their satisfaction with diverse FMCG product characteristics, including price, quality, availability, and quantity. Consumers exhibit a preference for purchasing FMCG products from a haat or a mandi, as indicated by the data. The majority of customers exhibit long-term loyalty to a particular brand. Advertisements are the most influencing factor when acquiring any FMCG brand. The demographic profile of rural customers in India significantly influences consumer preferences and brand loyalty for healthcare items, especially soaps, acquired from both retail and convenience stores. Furthermore, rural customers are inclined to change brands when there is inadequate need fulfilment and limited product availability in the market (Katiyar and Katiyar 2014). According to Anjum Ara M.K. Ahmed's (2017) research on the purchasing habits of people in rural areas, several of them have mentioned hair oil. The study was designed to identify the most influential aspects of the hair oil purchase decision. Researchers employed descriptive research methods and picked a sample size of 150 participants using a non-probability convenience sampling strategy to obtain the necessary data from participants. The components have also been measured using the percentage technique. According to the study's findings, aroma is the most important factor, followed by the quality of packaging, the number of packets, and the price. When it comes to purchasing hair oil, most respondents believe that price matters more than brand loyalty or convenience.

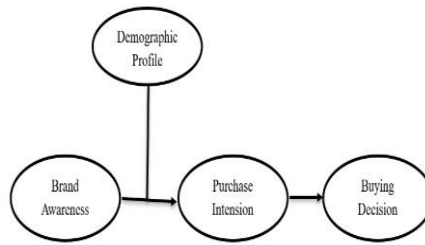
The fast-moving consumer goods (FMCG) sector is an important global market. It is expected to reach \$15.4 billion by 2025. This growth will happen at a rate of 5.4% each year from 2018 (Hesse et al., 2022; Sable, 2022). These commodities are characterized by their lower price points and increased convenience compared to slow-moving consumer goods. The FMCG sector encompasses fundamental commodities, including food and drinks, personal care goods, and healthcare products, which consumers can readily acquire and replenish. Prior studies on FMCG consumption have predominantly concentrated on market variables, including rival promotions (Pauwels, 2007), price reductions (Foubert et al., 2018), packaging aesthetics (Ku and Chen, 2023), and distribution networks

(Sharma et al., 2021). The study seeks to analyze rural consumer behaviour regarding the utilization of several categories of FMCG products in the North Arcot Region.

Rural consumers are vital to the economy, particularly in nations such as India. The rural population constitutes a significant portion of India's total population. Increasing income levels enhanced infrastructural accessibility, and elevated aspirations are establishing rural consumers as a substantial market for several industries, including Fast-Moving Consumer Goods (FMCG), agriculture, and technology. Their purchase habits are affected by different aspects including traditional beliefs, community norms, and confined yet increasing exposure to current marketing venues. Rural consumers frequently prioritize essential and economical products. Nevertheless, increasing brand knowledge and quality apprehensions have altered their preferences. Currently, there is a heightened desire in premium and innovative items. The rise of internet access, particularly through smartphones, is altering how rural consumers get information, assess products, and make purchase choices. Moreover, governmental initiatives like as rural electrification, road connectivity, and digital banking have enhanced their purchasing power and market accessibility. Rural consumers are significant for the demand for products. They also promote innovative concepts in product development to satisfy client requirements. Companies targeting rural markets must consider local cultural nuances, cost efficiency, and delivery challenges. By properly serving the demands of rural clients, enterprises may access a developing and dynamic market sector, hence encouraging inclusive economic growth.

The literature on consumer behaviour has identified numerous factors that have a strong influence on purchase decisions. The product itself, the corporate brand image, the retail brand image, promotion strategies, personal or word-of-mouth referrals, purchase goals, and the use of a particular product by celebrity figures have all been examined in some detail. Just how important some of these factors can be and how differently consumers in different cultural regions can respond to them have only recently begun to be documented. Although there are studies that have surveyed a variety of consumers in various countries, no study has specifically considered the preferences and choice behaviour of rural consumers in emerging economies. These studies have focused on urban markets and ignored the fact that in many emerging economies, the majority of the population still lives in rural areas.

Theoretical Framework:



Objectives:

1. To find out the demographic factors of the consumers situated in the rural area of North Arcot Region, Tamilnadu.
2. To scrutinize the brand awareness of rural consumers of selected fast-moving consumer goods.
3. Analyse the factors affecting buying decisions of selected fast-moving consumer goods.

Research Gap:

Even though rural marketplaces in India are becoming an increasingly significant part of the economy. A substantial amount of study has been conducted on the consumption patterns of those living in rural areas. North Arcot's distinctive social, economic, and cultural elements have not been extensively researched in published studies. This is a significant finding. Purchasing patterns, preferences for brands, and the acceptability of fast-moving consumer goods (FMCG) products are all significantly influenced by these geographical characteristics, which have a considerable impact on purchases. Rural consumers as a whole are the subject of many studies. On the other hand, they frequently disregard significant matters. The following are some examples of these particulars: historic purchasing patterns, the decision-making processes within families, and product preferences in particular regions.

Review of Literature

Linganna's (2020) research focused on the way people behave while purchasing long-lasting products. The research quantified consumer behaviour by examining the interplay of monetary advantages, quality, after-sale service, brand, and technology as independent variables. When compared to other major home appliance manufacturers, research shows that Samsung stands out as a clear winner. Customers who are familiar with a certain brand rarely make such a transfer in response to financial considerations or time constraints. A lot of people base their decisions on advertisements while shopping for kitchen and laundry appliances. The

television system has become a major medium for public awareness. Since a result of businesses' broad and convincing commercial goals, and as all customers tend to choose branded products for their subsequent use, this may be an indication of rising literacy rates and better means of communication.

According to a study published by Hsin Kuang Chi, et al. (2009), there is little doubt that consumer perceptions of quality and brand recognition play a significant role in determining whether or not they would make a purchase. The study relied heavily on hypothesising how several factors—including consumers' impressions of the product's quality, the prevalence of advertising, consumers' loyalty to the brand, and consumers' ability to recall key features of the brand—might affect their decisions to make a purchase. The research used a sample method that didn't rely on random chance: convenience sampling. The research hypothesis was examined using both factor analysis and regression analysis. One conclusion reached by the researchers found that people are more likely to buy a brand that is already well-known to them. Thus, there is a positive connection between familiarity with a brand and a propensity to make a purchase. When consumers are more familiar with a brand, they are more likely to buy that brand. In addition, the study finds that a high degree of action loyalty and a confident sense of self are linked to the intent to buy. Shoppers use their own experiences to form opinions about the products they buy based on their obvious quality. So, a consumer's commitment to a brand is tied to their desire for that brand.

Researchers Rashmi Ranjan and Sangeetha Sahney (2017) analysed the impact of culture on rural customers' devotion to particular brands. The effect of culture on brand loyalty was examined using exploratory factor analysis and regression analysis. It has been observed that cultural elements including virtue, sociability, religion, and ethnocentrism play a key role in helping MNCs break into the rural market. Additionally, it was determined that the inclusion of other elements may have a more binding effect on brand loyalty.

Wahab Ali et al. (2017) conducted a study that analysed the connection between brand loyalty and customer purchasing behaviour and found that brand image, brand trust, and advertising all have a role. The study's final findings confirmed the importance of brand trust, brand image, and advertising in influencing consumer loyalty and purchase decisions. Kids these days care more about what their peers think of them, and that means they're more likely to buy name brands and put more faith in those brands. The impact of advertising on consumer behaviour is substantial. Advertising, consumer confidence in the brand, and the perception of the brand's credibility all contribute to a company's bottom line.

Fast-moving consumer products are the focus of the study conducted by Vasantha Reena et al. (2018) in the city of Mysore, Karnataka. The study is both descriptive and exploratory in its focus. The sample size was limited to 100 people,

50 of whom were chosen at random from the urban consumer population. The study's authors also conclude the effect of advertising: they say it encourages people to buy higher-quality products, which improves people's lives in both rural and urban areas. In addition, establishing a brand identity will put an end to the widespread use of counterfeit goods in rural areas.

What C Kanimozhi et al. (2019) found in their study of consumer behaviour in the rural context concerning a subset of FMCGs is interesting. Advertisements, product availability, offers, and discounts are only a few of the factors that were taken into account when designing this study. Descriptive research was the primary method of analysis in this study. The degree of familiarity with a fast-moving consumer goods brand is directly correlated with that brand's sales volume. Some respondents had been using just specially labelled products and had failed to consider switching to others. The rural consumer is adapting his consumption habits to suit his shifting preferences.

Linganna's (2020) research focused on the way people behave while purchasing long-lasting products. The research quantified consumer behaviour by examining the interplay of monetary advantages, quality, after-sale service, brand, and technology as independent variables. When compared to other major home appliance manufacturers, research shows that Samsung stands out as a clear winner. Customers who are familiar with a certain brand rarely make such a transfer in response to financial considerations or time constraints. A lot of people base their decisions on advertisements while shopping for kitchen and laundry appliances. The television system has become a major medium for public awareness. Since a result of businesses' broad and convincing commercial goals, and as all customers tend to choose branded products for their subsequent use, this may be an indication of rising literacy rates and better means of communication.

Research Methodology:

Hypothesis:

1. H1: The size of the family does not influence the factors that affect the purchasing decisions related to Fast-Moving Consumer Goods (FMCG).
2. H2: The factors that impact the buying decisions of the Fast-Moving Consumer Goods (FMCG) are not related to the qualifications of consumers.

Methodology

A descriptive method has been employed for the study. The primary data was collected directly from the respondents by administering a structured questionnaire and secondary data was derived from various sources such as journals, magazines book chapters etc. A random sampling method is adopted for the study and data is collected from the respondents situated in the rural areas of North Arcot

Region (Currently Vellore, Ranipet, Tiruvannamalai and Tirupathur Districts) Tamilnadu. Almost 188 samples were collected from the respondents situated in the various rural areas of the North Arcot Region and taken for analysis purposes. Descriptive analysis is used to know the demographic profile of the consumers. Garret ranking analysis is performed to know the brand awareness of selected category of FMCG products and Analysis of Variance (ANOVA) is employed to know the relationship between the factors affecting buying decision of FMCG products with size of family and qualifications. Furthermore, the study is limited to a few villages of the North Arcot region.

Results & Discussion

Demographic Profile of Rural Consumers

Table 4.1
Demographic Profile

Variables	Particulars	Frequency	Percentage
Gender	Male	116	61.7
	Female	72	38.3
Total		188	100.0
Age Group	18-25 Years	16	8.5
	26-35 Years	74	39.4
	36-45 Years	47	25.0
	46-55 Years	39	20.7
	Above 55 Years	12	6.4
Total		188	100.0
Qualification	Illiterate	9	4.8
	SSLC	27	14.4
	HSC	51	27.1
	Graduates	87	46.3
	others	14	7.4
Total		188	100.0
Occupation	Student	17	9.0
	Salaried	133	70.8
	Agriculturist	26	13.8
	Business	12	6.4
Total		188	100.0
Monthly Income	Less than 15K	42	22.4
	15K - 25K	108	57.4
	25K - 35K	30	15.9
	Above 35K	8	4.3

Total		188	100.0
Marital Status	Unmarried	147	78.2
	Married	41	21.8
Total		188	100.0
Family Type	Joint Family	69	36.7
	Nuclear Family	119	63.3
Total		188	100.0
Family size	Below 4 Members	29	15.4
	4 - 6 Members	126	67.0
	Above 6 Members	33	17.6
Total		188	100.0
Store prefers to make a purchase	Super Market	19	10.1
	Departmental Store	34	18.1
	Convenient store	78	41.5
	Kirana Store	57	30.3
Total		188	100.0
Frequency of Purchase	Cooldrinks	97	51.6
	Detergent	52	27.7
	Hair Care	21	11.1
	Skin Care	18	9.6
Total		188	100.0

Source: Primary data

Awareness About FMCG Products

Ranking of Awareness about Cool Drinks

Awareness about the product plays a significant role for the consumer as well as for the companies. The companies are taking various initiatives / strategic decisions to create awareness about the product among the targeted consumers. Meanwhile, most consumers are brand-conscious irrespective of their domicile. Particularly, consumers are expecting good products which perform better, faster and smarter. The purpose of the study is to know and recognize the level of brand consciousness among the rural consumers of the North Arcot region. The Garret Ranking Analysis is employed for the study to identify the brand awareness of Cool Drinks. The outcome of the garret ranking analysis is discovered in the following table.

Table 4.2
Garret ranking for the brand awareness of Cool Drinks

Sl. No	Brand	Total Score	Mean Score	Rank
1	Frooti	7914	63.31	VI
2	7up	9033	72.26	III
3	Sprite	10090	80.73	I
4	Appy Fizz	6611	52.89	IX
5	Champa Cola	8545	68.36	IV
6	Thumbs up	7368	58.94	VIII
7	Bovento	8039	64.31	V
8	Limca	5868	46.94	X
9	Coca-Cola	9580	76.64	II
10	Maaza	7793	62.34	VII
Average		8084	64.67	

Source: Primary data

Ranking of Awareness about Detergent Powder

The Garret Ranking Analysis is used for the study to find out the brand awareness of detergent powders among consumers situated in the rural area of the North Arcot region. The outcome of the garret ranking analysis is as follows.

Table 4.3
Garret ranking for the brand awareness of detergent powder

Sl. No	Brand	Total Score	Mean Score	Rank
1	Wheel	7589	60.71	V
2	Surf Excel	10595	84.76	I
3	Ariel	9910	79.28	II
4	Mr. White	5030	40.24	IX
5	Tide	9204	73.63	III
6	Rin	8149	65.19	IV
7	Nirma	6975	55.80	VI
8	Ujala	4291	34.33	X
9	Power	5805	46.44	VIII
10	Henko	6519	52.15	VII
Average		7407	59.25	

Source: Primary data

Factors affecting buying decision of FMCG products and Size of Family

The analysis of variance (ANOVA) is employed to find out the relationship between factors affecting buying decisions of Fast-Moving Consumer Goods and the Size of Families of rural consumers situated in the North Arcot region.

H0: There is no relationship between factors affecting the buying decision of Fast-Moving Consumer Goods (FMCG) and the size of the family.

Table 4.4
Factors Affecting Buying Decision of FMCG products and Size of the family
- ANOVA

Purchase influential factors	Size of the family	Mean	Standard Deviation	Df	F	P Value
Product factors	Below 4 Members	33.5822	3.9939	3	11.43	.000
	4 - 6 Members	37.4241	3.2151	183		
	Above 6 Members	37.0299	1.9317	186		
Price Factors	Below 4 Members	50.5523	6.0567	3	12.31	.000
	4 - 6 Members	55.0871	5.415	183		
	Above 6 Members	49.0746	5.13555	186		
Place factors	Below 4 Members	60.5822	3.9939	3	5.56	.005
	4 - 6 Members	58.4237	5.8293	183		
	Above 6 Members	53.5746	10.4343	186		
Promotion factors	Below 4 Members	61.097	6.3348	3	8.786	.000
	4 - 6 Members	64.3338	6.9144	183		
	Above 6 Members	55.5896	14.1435	186		

Factors affecting buying decision of FMCG products and Qualification

To identify the relationship between factors affecting buying decisions of Fast-Moving Consumer Goods and the Qualifications of rural consumers situated in the North Arcot region, The analysis of variance (ANOVA) has been employed and results are presented in Table No 4.5.

H0: There is no relationship between factors affecting the buying decision of Fast-Moving Consumer Goods (FMCG) and Qualification.

Table 4.5
Factors Affecting Buying Decision of FMCG Products and Qualification - ANOVA

Purchase influential factors	Qualification	Sum of Squares	Df	Mean Square	F	P Value
Products factors	Between Groups	319.3815	5	106.461	19.17	.000
	Within Groups	671.9865	181	5.553		
	Total	991.368	186			
Price factors	Between Groups	1199.412	5	399.804	27.86	.000
	Within Groups	1736.388	181	14.3505		
	Total	2935.8	186			
Place factors	Between Groups	608.28	5	202.76	7.784	.000
	Within Groups	3151.968	181	26.049		
	Total	3760.248	186			
Promotion factors	Between Groups	1574.324	5	524.775	12.903	.000
	Within Groups	4921.085	181	40.6695		
	Total	6495.408	186			

Findings, Suggestions and Conclusion

The above Table 4.1 shows that the majority of the respondents are male accounting for (61.7%), and the age group is between 26-35 years (39.4%). Whereas the consumers are completed their graduation (46.3%) are salaried people (70.8%) working in the various private sectors such as the leather industry, IT sectors, showrooms etc and they have monthly incomes between the range of Fifteen – Twenty-five thousand per month (57.4). The study observed that the majority of the respondents are married (78.2%), living separately (nuclear family) (63.3%), and most of them have dependents such as parents and kids. Therefore, the family size of the respondents is between 4 and 6 members (67%) in each family, along with parents and children. When interacting with the respondents it was noticed that, Since the respondents are situated in rural areas (Villages) always they used to buy fast-moving consumable goods (FMCG) in Convenience stores (Retail shops) instead of buying from departmental stores or supermarkets (41.5%). Moreover, they frequently purchase a product called Cooldrink (51.6%) followed by detergent (27.7%).

The above Table (4.2) results obtained from the garret ranking analysis about cool drinks depict that Sprite Island up in the first rank with a mean value of (80.73) followed by Coca-Cola (76.64), 7up (72.26), Champa Cola (63.31),

Bovento (64.31), Frooti (63.31), Maaza (46.94), Thumbs up (58.94), Appy Fizz (52.89) and Limca (46.94). Three products have above-average scores of 64.67 remaining 7 products scored less than the average score. Therefore, it is observed that the rural consumers situated in the north arcot region are giving preference to consume Coca-Cola products in the cool drinks. Moreover, few of them are giving preference to the regional branch of Bovento.

The above table (4.3) represents the various detergent powders. The results derived from the garret ranking analysis of detergent products depict that, surf excel has a good reach among rural consumers with first rank with a mean score of (84.76) followed by Ariel (79.28), Tide (73.63), Rin (65.19), Wheel (60.71), Nirma (55.80), Henko (52.15), Power (46.44), Mr. White (40.24) and Ujala (34.33). Moreover, It is observed that there are five products with having above-average score of 59.25 and the remaining products fall under below below-average score. Interestingly, regional brands like Henko have landed up in the 7th rank and it is attracting rural consumers and competing with universal brands.

The table 4.4 states that there is a relationship between factors affecting the buying decisions of Fast-Moving Consumer Goods and the size of the family is rejected at a 5% level of significance. The obtained F value for Product (11.43), Price (12.31), Place (5.56) and Promotion (8.786). The value indicates that there is a significant influence of Fast-Moving Consumer Goods and the size of families of rural consumers situated in the North Arcot Region. Thus, it can be concluded that there is a significant relationship between factors affecting the buying decision of Fast-Moving Consumer Goods and the size of the family.

Table 4.5 states that there is a relationship between factors affecting the buying decision of Fast-Moving Consumer Goods and Qualification is rejected at a 5% level of significance. The obtained F value for Product (19.17), Price (27.86), Place (7.784) and Promotion (12.903). The value indicates that there is a significant influence of Fast-Moving Consumer Goods and Qualification of rural consumers situated in the North Arcot Region. Thus, it can be concluded that there is a significant relationship between factors affecting the buying decision of Fast-Moving Consumer Goods and Qualification.

In today's competitive business environment, market penetration and customer demand are attributable not only to product attributes but also to dealers' efforts in delivering the product to the appropriate consumers (Banumathi, M. P., 2018). Few branded products are still not having sufficient awareness among rural consumers. Hence, It is recommended that the organization should motivate the dealers and distributors to reach the products to the targeted audience. A few cooldrinks products such as Appyfizz, Limca and Thumbs Up are not getting the expected reach from the rural consumers as far as concerned about detergent category of products like power, Mr. White and Ujala also need to focus on the rural

consumers. Therefore, it is recommended that the dealers and distributors should be properly motivated by the manufacturers through awards and incentives based on their performance.

II.CONCLUSION

The investigation revealed the purchasing patterns of rural consumers in the North Arcot Region, Tamil Nadu, specifically focusing on a chosen category of fast-moving consumer goods. The survey findings provide substantial evidence indicating that FMCG products excel in quality and composition. It has been noted that FMCG brands have successfully maintained a positive product image among both current and past users. Several FMCG sectors continue to encounter challenges in distributing their products to rural areas. The company indeed possesses an extensive network of salesmanship; however, it is essential to offer adequate incentives, gifts, bonuses, and awards to motivate them to promote their products to the intended audience diligently. Furthermore, the analysis of variance results was also found to be significant. In today's business landscape, Fast Moving Consumer Goods are consistently consumed by all types of customers, regardless of income, residence, or status. Therefore, the study aims to outline the importance of all manufacturers of fast-moving consumer goods in maintaining their market presence. Therefore, it can be concluded that this type of study is important for identifying the market potential of fast-moving consumer goods, especially among rural consumers.

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