

A Study of Consumer Awareness and Perception towards Shopping of Fast Moving Consumer Goods in Jammu Region

Mandeep Singh¹, Sudhakar Dwivedi² and Naveed Hamid²

^{1,2&3}*Division of Agricultural Economics and Agri Business Management SKUAST-Jammu, India*

Corresponding author: ashishisher222@gmail.com

Abstract

The study examines the current scenario and prospect of FMCG online products in Jammu by analyzing or knowing the consumer awareness and perception of consumers towards online shopping of FMCG products and identification of key influencing factors on online shopping purchase behaviour. Descriptive type of research was used for conducting of research. The present study was carried out in Jammu city with the aim of understanding the consumer awareness, perception and key factors influencing online shopping purchase behaviour. Convenience sampling technique was used to collect the primary data by filling up the 150 respondents. The result of the study revealed that in the sample area that the majority 80 per cent of the respondents were male and 20 per cent were female, 89 per cent respondents using credit card, 67 per cent FMCG shoppers use online payment transactions respectively. 46 per cent respondents are indulging in the practice of shopping online FMCG products respectively. The result depicts that the most influential factor for buying through internet was observed as save time factor by 36 per cent respondents. The result regarding the FMCG Online Shopping showed that maximum 45 per cent respondents are satisfied. The result also depicts that 52 per cent respondents are aware about the FMCG Online products.

Keywords: Perception, FMCG, purchase behaviour

Fast-moving consumer goods (FMCG) or consumer packaged goods (CPG) are products that are sold quickly and at relatively low cost. The term was coined by Neil H. Borden in The Concept of the Marketing Mix in 1965 (1996, Prentice-Hall, Inc.). FMCG have a short shelf life, either as a result of high consumer demand or because the product deteriorates rapidly. Some FMCGs, such as meat, fruits and vegetables, dairy products, and baked goods, are highly perishable. Globally the fast moving consumer goods (FMCG) segment is the fourth largest sector in the Indian economy. The market size of FMCG in India is estimated to

grow from US\$ 30 billion in 2011 to US\$ 74 billion in 2018. Food products are the leading segment, accounting for 43 per cent of the overall market The FMCG sector has grown at an annual average of about 11 per cent over the last decade. The overall FMCG market is expected to increase at (CAGR) of 14.7 per cent to touch US\$ 110.4 billion during 2012-2020, with the rural FMCG market anticipated to increase at a CAGR of 17.7 per cent to reach US\$ 100 billion during 2012-2025. Food products are the leading segment, accounting for 43 per cent of the overall market. Personal care (22 per cent) and fabric care (12 per cent) come next in terms of market share.

FMCG sector is also likely to benefit from growing demand in the market. Because of the low per capita consumption for almost all the products in the country, FMCG companies have immense possibilities for growth. And if the companies are able to change the mind-set of the consumers, i.e. if they are able to take the consumers to branded products and offer new generation products, they would be able to generate higher growth in the near future. It is expected that the rural income will rise in future, boosting purchasing power in the countryside. However, the demand in urban areas would be the key growth driver over the long term. Also, increase in the urban population, along with increase in income levels and the availability of new categories, would help the urban areas maintain their position in terms of consumption. At present, urban India accounts for 66 per cent of total FMCG consumption, with rural India accounting for the remaining 34 per cent. However, rural India accounts for more than 40 per cent consumption in major FMCG categories such as personal care, fabric care, and hot beverages. The present study attempts at assessing the consumer awareness about online shopping of FMCG in Jammu region and to know the perception of consumers about online FMCG Shopping.

MATERIALS AND METHODS

The study was conducted in specified areas of Jammu district based on primary and secondary sources. The Secondary data was collected from various published sources such as research papers, internet portals and various online shopping database websites. The sample used in the present study consists of the common people (respondents). The primary data has been collected through the survey using schedule. The sample size for the study was taken as 150. After collecting the data the results has been analyzed by using pie chat, bar chart and percentage method.

RESULTS AND DISCUSSION

Duration of Internet Usage & Surfing

The duration of internet usage and average weekly surfing reported by the selected respondents have been presented in Table 1.

Table 1: Duration of Internet usage and Surfing by the respondents

Internet Usage		
Usage duration	No. of Sample	Percentage
Less than 1-3 years	36	24
3-5 years	71	47
More than 5 years	43	29
Average weekly internet surfing		
Duration	No. of Sample	Percentage
0-5 hours	22	15
6-10 hours	55	36
16-20 hours	46	31
More than 20 hours	27	18

Perception level

The Table 2 showed the purchasing of online products by respondents at any time. This table depicts that all the 150 (100 per cent) respondents purchase online FMCG products.

Table 2: Online purchase of FMCG products by respondents at any time

Response	No. of Sample	Percentage
Yes	150	100
No	0	0

The Table 3 showed the category of goods bought by respondents through internet. This table depicts that out of 150 the 26 (7 per cent) respondents bought books through internet, 150 (42 per cent) respondents bought FMCG products through internet, 104 (29 per cent) respondents bought Electronics through internet and 76 (22 per cent) respondents bought apparel through internet respectively. This table also showed the comparison of purchasing between the FMCG products and other products respectively.

Table 3: Category of goods bought by respondents through internet

Goods	No. of Sample	Percentage
Books	26	7
FMCG	150	42
Electronics	104	29
Apparel	76	22

The Table 4 showed the activities for which respondents use internet. This table depicts that out of total (150) respondents, the 25 (17 per cent)

respondents use internet for knowledge purpose, 30 (20 per cent) respondents use internet for research purpose, 10 (6 per cent) respondents use internet for entertainment purpose, 31 (21 per cent) respondents use internet for online banking and 54 (36 per cent) respondents use internet for online shopping purpose respectively.

Table 4: Activities for which respondents use internet

Activities	No. of Sample	Percentage
Knowledge purpose	25	17
Research purpose	30	20
Entertainment purpose	10	6
Online banking	31	21
Online shopping	54	36

The Table 5 showed the respondents planning to buy goods through internet in the future. This table reveals that out of total (150) the respondents, 18 (12 per cent) respondents are planning to buy books through internet in future, 33 (22 per cent) respondents are planning to buy FMCG products through internet in the future, 45 (30 per cent) respondents are planning to buy electronics through internet in the future and 54 (36 per cent) respondents are planning to buy apparel through internet in the future respectively.

Table 5: Respondents planning to buy goods through Internet in the future

Goods	No. of Sample	Percentage
Books	18	12
FMCG products	33	22
Electronics	45	30
Apparel	54	36

The Table 6 represented the Satisfaction level of respondents for buying through internet. This table reveals that out of total (150) sample, 48 (32 per cent) respondents was highly satisfied with FMCG products for buying through internet, 67 (45 per cent) respondents are satisfied with FMCG products for buying through internet, 17 (11 per cent) respondents are neither satisfied nor dissatisfied with FMCG products for buying through internet, 18 (12 per cent) respondents are dissatisfied with FMCG products for buying through internet and none of the respondents

are highly Satisfied with FMCG products for buying through internet respectively.

Table 6: Satisfaction level of respondents for buying FMCG Through internet

Level / Responses	No. of Sample	Percentage
Highly satisfied	48	32
Satisfied	67	45
Neither satisfied nor dissatisfied	17	11
Dissatisfied	18	12
Highly dissatisfied	0	0

The Table 7 represented the preference of choosing stores for purchasing by the respondents. This table depicts that in terms of price 40 respondents choose physical store better for purchasing, 8 respondents choose both store same for purchasing and 102 respondents choose online store better for purchasing respectively. This table also depicted that in terms of information access 46, 14 and 90 respondents choose physical store better, both store same and online store better. This table depicted that in terms of convenience of time 37, 15 and 98 respondents choose physical store better, both store same and online store better respectively. This table also depicted that in terms of logistic cost 74, 44 and 32 respondents choose physical store, both store same and online store better. This table also depicted that in terms of consumer-retailer interaction 127, 10 and 13 respondents choose physical store, both store same and online store better respectively. This table also depicted that in terms of product selection 27, 9 and 114 respondents choose physical store, both store same and online store better. This table depicted that in terms of security 121, 0 and 29 respondents choose physical store, both store same and online store better respectively. This table also depicted that in convenience factor 12, 8 and 130 respondents choose physical store, both store same and online store better respectively. This table also showed that in quality confident factor 78, 6 and 66 respondents choose physical store, both store same and online store better. This table also depicted that in price knowledge factor 36, 22 and 92 respondents choose physical store, both store same and online store better respectively.

Table 7: Preference of choosing stores for purchasing by the respondents

Factors	Better (Physical Stores)	Same (Both Stores Same)	Better (online stores)
Price	40	8	102
Information Access	46	14	90
Convenience of time	37	15	98
Logistic Cost	74	44	32
Consumer-Retailer interaction	127	10	13
Product Selection	27	9	114
Security	121	0	29
Convenience	12	8	130
Quality Confident	78	6	66
Price Knowledge	36	22	92

The Table 8 represented the time frame of using Online FMCG shopping. This table showed that 78 (52 per cent) respondents' use FMCG shopping very often, 57 (38 per cent) respondents use FMCG shopping rarely and 15 (10 per cent) respondents use FMCG shopping sometimes respectively.

Table 8: Time frame of using online FMCG shopping

Time frame	No. of Sample	Percentage
Very Often	78	52
Rarely	57	38
Sometimes	15	10

The Table 9 represented the websites visited by respondents for FMCG shopping. This table reveals that 34 (22 per cent) respondents visited snapdeal, 39 (26 per cent) respondents visited amazon, 42 (28 per cent) respondents visited flipkart, 32 (21 per cent) respondents visited healthkart and 4 (3 per cent) respondents visited other websites for FMCG shopping respectively.

Table 9: Websites visited by respondents for FMCG shopping

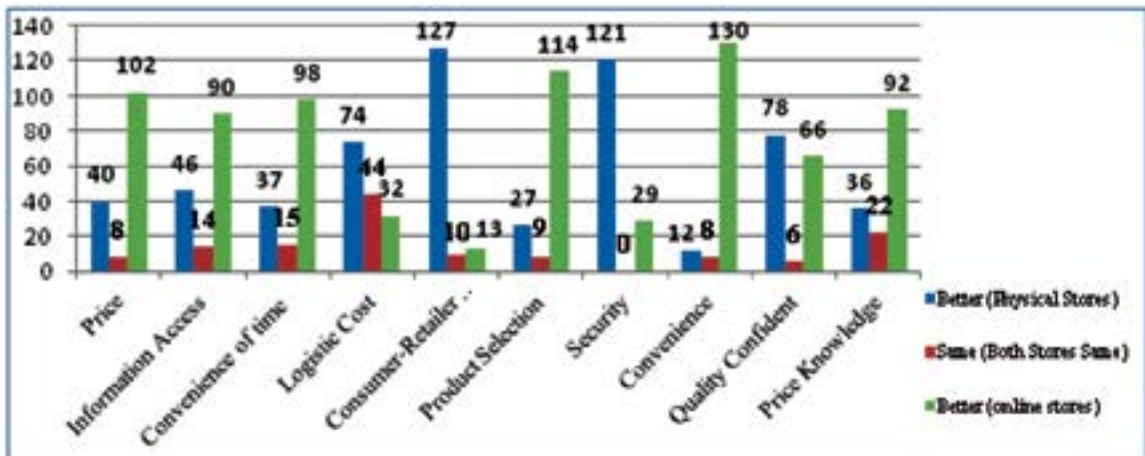
Websites	No. of Sample	Percentage
Snapdeal	34	22
Amazon	39	26
Flipkart	42	28
Healthkart	32	21
Others	4	3

The Table 10 represented the usage of internet by respondents in daily life. This table reveals that 27 (18 per cent) respondents use internet for less than 1 hour per day, 60 (40 per cent) respondents use internet for 2-3 hours per day respectively, 38 (25 per cent) respondents use internet for 3-4 hours per day and 25 (17 per cent) respondents use internet more than 4 hours per day in daily life respectively.

Table 10: Usage of internet by respondents in daily life

Usage duration	No. of Sample	Percentage
Less than 1 hour/day	27	18
2-3hours/day	60	40
3-4 hours/day	38	25
More than 4 hours/day	25	17

The Figure 1 depicts the factors responsible for choosing stores for purchasing the online products by the selected respondents.

**Fig. 1: Preference of choosing stores for purchasing by the respondents**

The Table 11 represented the mode of buying FMCG shopping. This table depicts that 34 (23 per cent) respondents choose proximity mode for purchasing FMCG shopping online, 47 (31 per cent) respondents choose mostly the price mode for purchasing FMCG shopping online, 41 (27 per cent) respondents choose product choice mode for purchasing FMCG shopping and 28 (19 per cent) respondents choose quality mode for purchasing FMCG shopping online respectively.

Table 11: Mode of buying FMCG shopping Online

Factors	No. of Sample	Percentage
Proximity	34	23
Price	47	31
Product Choice	41	27
Quality	28	19

The Table 12 represented the reason for purchasing FMCG online. This table depicts that 0, 6, 28, 77 and 39 respondents chooses strongly disagree, disagree, neutral, strongly agree and agree statements that they can buy FMCG at any time. This table also shows that 2, 4, 35, 46 and 63 respondents chooses strongly disagree, disagree, neutral, strongly agree and agree statements that they can order FMCG from distant places while purchasing FMCG online respectively. This table also shows that 0, 3, 16, 82 and 49 respondents chooses strongly disagree, disagree, neutral, strongly agree and agree statements that

they can choose from a wider selection. This table also shows that 0, 0, 14, 104 and 32 respondents chooses strongly disagree, disagree, neutral, strongly agree and agree statements that they can do shopping as far as i can access the internet and 0, 0, 0, 129 and 21 respondents chooses strongly disagree, disagree, neutral, strongly agree and agree statements that they can save time while purchasing FMCG online respectively.

The Table 13 showed the respondents familiarity with FMCG product. This table reveals that the respondents taken from the sample are aware about the FMCG and are shopping for the same. The table also reveals that 72 (48 per cent) respondents use FMCG products only sometimes and 78 (52 per cent) respondents use FMCG products on a regular basis respectively.

The Table 14 showed the FMCG product awareness medium. This table depicts that 34 (23 per cent) respondents are aware about FMCG product from television, 13 (9 per cent) respondents are aware about FMCG products from magazine, 27 (18 per cent) respondents are aware about FMCG products from newspaper. This table also depicts that 23 (15 per cent) respondents are aware about FMCG products from internet, 45 (30 per cent) respondents are aware about FMCG products from friends or relatives and 8 (5 per cent) respondents are not sure about the FMCG awareness medium.

Table 12: Reasons for purchasing FMCG online

FMCG shopping online enables me to	Strongly disagree	Disagree	Neutral	Strongly Agree	Agree
Buy FMCG at any time	0	6	28	77	39
Order FMCG from distant places	2	4	35	46	63
Choose from a wider selection	0	3	16	82	49
Do shopping as far as I can access the internet	0	0	14	104	32
Save time	0	0	0	129	21

Table 13: Respondent's familiarity with FMCG product

Familiarity	No. of Sample	Percentage
I am aware but never used it	0	0
Use it only sometimes	72	48
Use it on a regular basis	78	52

Table 14: FMCG product Awareness medium

Medium	No. of Sample	Percentage
TV	34	23
Magazine	13	9
Newspaper	27	18
Internet	23	15
Friend / relative	45	30
Not sure	8	5

The Table 15 represented the awareness about the rules of online FMCG shopping. This table reveals that 9 (11 per cent) respondents are highly aware about the rules of online FMCG shopping, 34 (20 per cent) respondents are aware about the rules of online FMCG shopping and 107 (69 per cent) respondents are not aware about the rules of online shopping respectively.

Table 15: Awareness about the rules of online FMCG shopping

Response	No. of Sample	Percentage
Highly aware	9	11
Aware	34	20
Not Aware	107	69

The Table 16 represented the planning of respondents to buy product in the future. This table depicts that none of the respondents are very likely to buy product in the future, 8 (5 per cent) respondents are somewhat unlikely to buy product in the future, 45 (30 per cent) respondents are not sure to buy product in the future. This table also depicts that 31 (21 per cent) respondents are somewhat likely to buy product in the future and 66 (44 per cent) respondents are mostly very likely to buy product in the future respectively.

Table 16: Planning to buy product in the future

Response	No. of Sample	Percentage
Very unlikely	0	0
Somewhat unlikely	8	5
Not sure	45	30
Somewhat likely	31	21
Very likely	66	44

CONCLUSION

The present study suggests that the companies should try to focus on marketing mix strategy for FMCG product. The Companies should try to install the service centers/collection centers. The Companies should also try to install application server so that customer can shop offline without any internet usage.

REFERENCES

- Ahasanul Haque & Ali Khatibi. 2007. The Impact of internet marketing on customer satisfaction: A study Malaysian perspective. *Journal of Mobile communication*, **1**: 29-35.
- Bashar, A., Ahmad, I. and Wasi, M. 2012. A study of influence of demographic factors on consumer impulse buying behavior. *International Journal of Management and Strategy*, **3**(5): 1-18.
- Bellman, S., Lohse, G. and Johnson, E. 1999. Predictors of online buying behaviour, *Communications of the ACM*, **42**(12): 32-38.
- Day, R. and E. Landon. 1977. Toward a theory of consumer complaining behavior. *Consumer and Industrial Buying Behavior*. NY, New Holand **1**: 425-43.
- Omar, O. 2007. "Assessing Women's Apparel Shopping Behaviour on the Internet," *Journal of Retail Marketing Management Research*, **1**(1): 32-40.