A Study on Consumers' Purchasing Behaviour of Digital Marketing towards FMCG with Special Reference to Kanyakumari District

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ABSTRACT - **FMCG companies are well-known in selling their products to the middle class people; it means rural India is a gainful and probable market for FMCG producers. Rural consumers' incomes are increasing and willing to buy the products which change their lifestyle. Producers of FMCG have to craft their marketing strategies entirely for rural consumers. In this process they need to understand the rural consumer purchasing behaviour which may differ geographically. The aim of this research work is to study the consumers' purchasing behaviour of FMCG products. The data has been collected by well structured interview schedule. This study collects data from 250 consumers in Kanyakumari district. The important objectives of the study are, analyzing consumer preference on FMCG products and the factors influencing consumer preferences towards Fast Moving Consumer Goods. This study reveals that consumers preferences are largely affected by the factors, Price, Availability, Brand Image, Promotional Offer, Advertisement and Quality influences.**

Keywords: Online Marketing, Consumer Purchasing Behaviour and FMCG products.

I. INTRODUCTION

Digital marketing plays a vital role in this competitive world and considered as a new form of marketing and provided new opportunities for companies to do businesses for 24 hours in a week. Digital marketing is the modern and fastest growing means of marketing in the modern era. The introduction of digital marketing has changed the way FMCG companies conduct their business. With nearly 52 million consumers in India and growing rapidly, social media's popularity is making companies to participate in social media to communicate with their customers and also encourage sales. The Indian FMCG Sector has recently started adopting digital media as a tool of marketing communications along with traditional media.

OBJECTIVES OF THE STUDY

- ❖ To study customer preference about digital marketing on fast moving consumer goods in Kanyakumari district.

- ❖ To identify the factors responsible for buying behaviour of consumers for FMCG through digital marketing in Kanyakumari district.

II. METHODOLOGY

This research is descriptive in nature as the study aims to find out the consumer purchasing of behaviour digital marketing towards fast moving consumer goods. The study mainly based primary data. Primary data are collected from fast moving consumer goods user, using a well structured interview schedule. The secondary data are collected from books, journals, magazines, reports and internet. The sampling technique involved in the present study is convenient sampling method. The sample size is fixed at 250.

III. DATA ANALYSIS

CONSUMER PREFERENCE ON FMCG:

Table.1 Consumer Preferences of FMCG through Digital Marketing

SL.No	Particulars	Mean	SD	Z-Value
1	Home delivery	94.32	1.98	14.81*
2	Time save	81.65	1.01	10.03*
3	Purchase desired goods	77.01	1.09	11.86*
4	Different types of goods	61.23	0.71	8.61*
5	Damaged goods return	47.64	0.44	8.01*
6	No Intermediaries	79.26	1.17	6.66*

7	No risk	58.63	0.69	6.51*
8	Quality of goods	55.35	1.67	5.37
9	Online transaction	69.62	0.85	4.13*
10	No bargaining	75.64	1.28	3.49
11	Less cheating	51.32	0.58	(-) 0.69*
12	Easy purchasing	73.68	0.99	(-)11.42*
13	Fixed Price for goods	71.62	0.88	(-)3.87

Source: Primary data, Note: * Significant at 5% level of significance (z-value =1.96)

The table.1 shows that for consumer preferences of FMCG through digital marketing, the main reasons were home delivery of goods (94.32), time saving (81.65), no intermediaries (79.26) and purchase of desired goods (77.01). Further Z-test results explicit that in case of consumer preference on digital marketing, the observed mean value for variables such as home delivery, time save, purchase of desired goods, different types of goods, damaged goods return facilities, no risk and online transaction was significantly different from the assumed mean value of 3 at 5 per cent level of significance.

FACTORS INFLUENCING CONSUMER PURCHASING BEHAVIOUR

The study finds out the factors influencing the purchase of FMCG through digital marketing in Kanyakumari district. Twenty two variables were found which affect the purchase behaviour of consumers for FMCG. Twenty two variables were as: product package, Quality of the product, different varieties of goods, promotions, brand endorsement, product demonstration, sales promotion, relationship marketing, price, need, affordability, more benefits, wrapping, dignity, lifestyle, retailer's suggestions, brand awareness, brand loyalty, age, gender, income and education. Then factor analysis was used to find out the factors influencing the purchase of consumers for FMCG. Barlette test and KMO test were also applied to know the applicability of factor analysis. Barlette test value was 2264.684 and KMO test the adequacy of sample size which was 0.790 significantly large.

Table.2 Factor that Influence Consumer Purchasing Behaviour- Factor Analysis

Sl.No	Factors	Variable Included	Component- Factor Loading						
			F_1	F_2	F_3	F_4	F_5	F_6	h2
1	Product	Package	0.804	.142	.164	.029	.107	-.090	0.827
		Quality	0.784	.038	-.031	-.121	.051	-.005	0.771
		Varieties	0.714	.196	-.050	.012	-.073	.056	0.780
2	Promotion	Promotions	-.058	0.802	-.051	-.076	.332	-.214	0.779
		Brand Endorsement	-.096	0.765	.119	.243	-.252	.018	0.852
		Product Demonstration	-.045	0.721	.003	.143	.236	-.027	0.793
		Sales Promotion	.073	0.708	.127	.175	.015	-.054	0.765
		Relationship Marketing	.144	0.701	-.147	-.133	.078	-.042	0.588
3	Worth	Price	.013	-.035	0.718	.282	.203	.467	0.804
		Need	-.110	.245	0.707	.108	.313	.169	0.629
		Affordability	-.245	.192	0.640	-.149	.074	.303	0.760
		More Benefits	.119	-.256	0.630	.178	.271	.133	0.788
4	Outlook	Wrapping	.263	.045	-.034	0.841	-.070	-.421	0.782
		Dignity	-.397	.151	.449	0.803	-.081	.064	0.767
		Lifestyle	.263	-.173	-.219	0.764	-.162	-.126	0.902
5	Awareness	Retailer's Suggestions	-.148	.093	-.355	-.106	0.780	-.053	0.642
		Brand Awareness	.017	.107	-.163	-.066	0.732	-.024	0.629
		Brand Loyalty	-.248	-.118	.263	-.195	0.711	-.143	0.485
6	Profile Variables	Age	.087	-.255	-.110	.147	-.162	0.857	0.501
		Gender	-.104	.129	.098	.021	-.079	0.843	0.504
		Income	.331	.025	.013	-.112	.297	0.810	0.602
		Education	-.019	-.069	.285	.063	.024	0.786	0.736
		Eigen Value	4.450	4.136	2.939	2.772	2.747	1.865	
		Variance	11.621	10.604	9.213	7.389	7.681	6.835	
		Cumulative Variance	11.621	22.225	31.438	38.827	46.508	53.343	

Source: Primary data

The suitability of the data for factor analysis was analyzed through Kaiser-Mayer-Olkin measure of adequacy and Bartlett's of sphericity tests. The findings of the test are

KMO measure of Sampling adequacy	0.790
Bartlett's of Sphericity	
Approx. Chi square	2264.684
df	247
Sig	0.000

KMO test indicates the proportion of variance in the variables might be caused by the underlying factors. The

result of the test is a high value (0.790).This indicates that the factors analysis can be used in the study.

Bartlett's test of sphericity indicates whether the correlation matrix is an identity matrix. Since the resulting significance level is less than 0.05 it can be calculated that there is a significant relationship among the variables identified. Hence it all shows that factor analysis can suitably be employed in the study.

The factors loading of 22 variables are influencing consumer purchase of FMCG with through digital marketing in Kanyakumari district. The factor analysis reduced the 22 variables into six factors namely F_1, F_2, F_3, F_4, F_5 and F6 .The variables fall under each category of factor in a way closely related to one another. The different factors so categorized are F_1 – Product, F_2 – Promotion, F_3 – Worth, F_4 – Outlook, F_5 – Awareness and F_6 – Profile Variables.

IV.   FACTOR WISE ANALYSIS

Factor: 1-'Product':

The F_1 factor, 'Product' includes the variables namely package, Quality and different varieties of goods. These six variables have a higher factor loading in the rotated test component matrix. Product is the first factor which explains a higher variation of 13.95 per cent in the total variable set. The consumers want to have a product as a whole package whatever they want it must contain in a FMCG. As proved quality as most influencing variable, again in the present study quality of FMCG proves to be an important influencing variable of purchase. Consumers also seek different variety in FMCG that may affect their product choice for FMCG.

Factor: 2-'Promotion':

The second factor 'Promotion' factor represents promotions, brand endorsement, product demonstration, sales promotion and relationship marketing. The Promotion factor has the next higher factor loading in the rotated component matrix which proves that in case of FMCG purchase are highly influenced by the advertisement. The promotion factor explains a variation of 12.604 per cent in the total variable set. Sales promotions and relationship marketing also play important role in influencing the purchase of FMCG.

Factor: 3-'Worth':

The third factor 'Worth' includes the variables namely price, need, affordability and more benefits. The worth factor also has the next higher factor loading in the rotated component matrix. Consumers are price sensitive and relate the purchase with need satisfaction. They give value to that product which is low priced, satisfy their need, have extra benefits and affordable for their pockets. The product which has maximum of these attributes is treated as most valuable product by rural consumers. The worth explains variation of 8.032 per cent in the total variable set.

Factor: 4-'Outlook':

Outlook is the fourth factor which includes the variables namely wrapping, dignity and lifestyle. The outlook factor has the next higher factor loading in the rotated component matrix. The present study proved that consumer links their purchase with the outlook and lifestyle. Packaging is the

first impression of a product and it affects the purchase of consumers. Consumers want to have those products which make them to feel dignified while purchasing and using the product. Consumers try to purchase the FMCG which improve the lifestyle and make them to feel in superior class. The outlook factor explain a variation of 7.839 per cent in the total variable set.

Factor: 5-'Awareness':

The fifth factor 'Awareness' includes the variables namely retailer's suggestions, brand awareness and brand loyalty. This factor has a higher factor loading in the rotated component matrix. It is common that a consumer will purchase that product in which he/she interested. Current study prove that retailer's recommendation in case of FMCG make the consumers interested to buy a product. Brand awareness makes a consumer ready to purchase if it create the interest of consumer in that product. Brand loyalty is also affecting the purchase of FMCG because it is noticed that consumers repeat their purchase for same brand. This explains a higher variation of 6.818 per cent in the total variable set.

Factor: 6-'Personal Status':

Finally, Personal Status is the sixth factor which includes the variables namely age, gender, income and education. The Personal Status factor has also the next higher factor loading in rotated component matrix. Personal factors affect the purchase of FMCG. The present study is also supporting the same thing. Age is proved as the most influencing variable of consumer purchase of FMCG. Gender differences are also affecting the sale of FMCG in market. Income and education level of consumers are also playing significant role in their purchasing of FMCG. The Personal Status factor explains a variation of 6.219 per cent in the total variable set.

The eigen values of the factors indicate the degree of variability of the factor in the total set. The higher eigen value shows the higher intensity of the variable explained in the factor. Analysis of eigen values of different factors reveal the intensity of each factor comprising 22 variables and their influence of the purchase of FMCG through digital marketing in Kanyakumari district.

The intensity of influence as evidenced through eigen values of the factors such as Product, Promotion, worth, outlook, Awareness and personal status are 4.450,4.136, 2.939, 2.772, 2.747 and 1.865 respectively. The intensity is higher in respect of Product factor and Promotion factor and followed by worth factor.

Variable-wise Analysis

The communality (h^2) represents the factors that influence the purchase of FMCG through digital marketing in Kanyakumari district. The communality has been equally high in respect of the variable lifestyle with a communality

value of 0.902 followed by brand endorsement with communality value of 0.852. The variable package has the next highest communality value of 0.827. It is followed by price with a communality value of 0.804. It is followed by product demonstration variable with communality value of 0.793. Another variable more benefit has the communality value of 0.788. It is followed by wrapping variable with communality value of 0.782. It exhibits that individually the variables such as lifestyle, brand endorsement, package, price, product demonstration, more benefit, wrapping, varieties of goods, promotions, quality, sales promotion, affordability, dignity, education, retailer's suggestions, need, brand awareness, income, relationship marketing, gender, age and brand loyalty and influence the purchase of FMCG through digital marketing in Kanyakumari district.

V.   FINDINGS

❖ The study reveals that consumer preferences of FMCG through digital marketing, the main reasons were home delivery of goods (94.32), time save (81.65), no intermediaries (79.26) and purchase of desired goods (77.01). Further Z-test results explicit that in case of consumer preference on digital marketing, the observed mean value for variables such as home delivery, time save, purchase of desired goods, different types of goods, damaged goods return facilities, no risk and online transaction was significantly different from the assumed mean value of 3 at 5 per cent level of significance.

❖ The study express that the factors loading of 22 variables are influencing consumer purchase of FMCG with through digital marketing in Kanyakumari district. The factor analysis reduced the 22 variables into six factors namely F_1, F_2, F_3, F_4, F_5 and F6 .The variables fall under each category of factor in a way closely related to one another. The different factors so categorized are F_1 – Product, F_2 – Promotion, F_3 – Worth, F_4 – Outlook, F_5 – Awareness and F_6 – Profile Variables.

❖ **Factor wise Analysis:** The F_1 factor, 'Product' includes the variables namely package, Quality and different varieties of goods. These six variables have a higher factor loading in the rotated test component matrix. Product is the first factor which explains a higher variation of 13.95 per cent in the total variable set. The consumers want to have a product as a whole package whatever they want it must contain in a FMCG.

❖ The second factor 'Promotion' factor represents promotions, brand endorsement, product demonstration, sales promotion and relationship marketing. The promotion factor explains a variation of 12.604 per cent in the total. Sales promotions and

relationship marketing also play important role in influencing the purchase of FMCG.

❖ The third factor 'Worth' includes the variables, price, need, affordability and more benefits. Consumers are price sensitive and relate the purchase with need satisfaction. They give value to that product which is low priced, satisfy their need, have extra benefits and affordable for their pockets. The worth explains variation of 8.032 per cent.

❖ Outlook is the fourth factor which includes the variables namely wrapping, dignity and lifestyle. Packaging is the first impression of a product and it affects the purchase of consumers. The outlook factor explains a variation of 7.839 per cent in the total.

❖ The fifth factor 'Awareness' includes the variables namely retailer's suggestions, brand awareness and brand loyalty. Current study proves that retailer's recommendation in case of FMCG make the consumers interested to buy a product. This explains a higher variation of 6.818 per cent in the total variable set.

❖ Personal Status is the sixth factor which includes the variables namely age, gender, income and education. Personal factors affect the purchase of FMCG. Age is proved as the most influencing variable of consumer purchase of FMCG.

❖ Analysis of eigen values of different factors reveal the intensity of each factor comprising 22 variables and their influence of the purchase of FMCG through digital marketing in Kanyakumari district.

❖ The intensity of influence as evidenced through eigen values of the factors such as Product, Promotion, worth, outlook, Awareness and personal status are 4.450, 4.136, 2.939, 2.772, 2.747 and 1.865 respectively. The intensity is higher in respect of Product factor and Promotion factor and followed by worth factor.

❖ **Variable-wise Analysis:** The communality (h^2) represents the factors that influence the purchase of FMCG through digital marketing in Kanyakumari district. The communality has been equally high in respect of the variable lifestyle with a communality value of 0.902 followed by brand endorsement with communality value of 0.852.

VI.   RECOMMENDATIONS OF THE STUDY

1. The marketers needs to know the accessibility of the digital facilities to the middle class and lower segment people, before launching FMCGs in online.

2. Modern advertisement concepts of digital marketing should be introduced to achieve the maximum ambition of the FMCG Companies.

3. Marketers need to conduct pre market assessment to identity the need of the consumers especially in digital marketing.

4. Add the multiple functions in the FMCG advertisements to catch the maximum interest of the consumers.

5. Consumers need to be aware of digital marketing and there is a need to create a proper awareness.

VII. CONCLUSION

Digital marketing is often referred to as online marketing, internet marketing or web marketing. The term digital marketing has grown in popularity over time, particularly in certain countries. Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. It really plays an important role in modern commerce system. The study concluded that consumer preferences of FMCG through digital marketing, the main reasons were home delivery of goods (94.32), time save (81.65), no intermediaries (79.26) and purchase of desired goods (77.01). The study further reveals that the factors loading of 22 variables are influencing consumer purchase of FMCG with through digital marketing in Kanyakumari district. The factor analysis reduced the 22 variables into six factors namely F1 – Product, F2 – Promotion, F3 – Worth, F4 – Outlook, F5 – Awareness and F6 – Profile Variables. Product is the first factor which explains a higher variation of 13.95 per cent in the total variable set. The consumers want to have a product as a whole package whatever they want it must contain in a FMCG. Finally, Digital marketing is infinitely more affordable than traditional offline marketing methods. But one of the main benefits of conducting your marketing digitally is the ease with which results can be tracked and monitored.

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