

An Analysis of the Factors Influencing Consumers' Decisions to Buy FMCG Products

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ABSTRACT: The number of consumers purchasing Fast-Moving Consumer Goods (FMCG) has increased. In this environment, FMCG companies are distributing both their current and new products while also improving their features and finding new ways to market to their target audience. Customers may decide to buy a variety of FMCG company products, which influences their choice of product. The consumption of fast-moving consumer goods is rising dramatically. This study attempts to identify the FMCG companies that customers prefer to use in their daily lives, the media that they use to learn about these products, and the factors that influence which items buyers choose to buy. A survey comprising 243 respondents was conducted to ascertain the factors influencing consumers' purchasing decisions of FMCG; Factor Analysis and Multiple Regression analysis were employed to obtain relevant data. The study discovered that Product Package Attractiveness & Neediness, Product Price & Availability of products, Attraction of Product Promotions, are the determining factors. It was also discovered that a number of factors have a big impact on consumers' decisions to purchase FMCG goods.

Keywords: Advertisements, Branded products, Consumer decision behaviour, Consumer Packed Goods (CPG), Fast Moving Consumer Goods (FMCG), and Product Attributes **JEL Classification codes:** C12, C83, D91, M31, M37

I. INTRODUCTION

Fast-Moving Consumer Goods (FMCG) is products that can be supplied rapidly and affordably. Additionally, it is known as Consumer Packaged Goods (CPG). Non-durable goods tend to be made at lower rates by FMCG. FMCGs have an enormous volume of sales but low revenue margins. The categories of FMCG products are Food & Beverages, Household Items, and Personal Care. Foods that have been processed, ready-to-eat meals, beverages, baked goods, fresh foods, frozen foods, dry goods, medications, cleaning supplies, cosmetics, toiletries, and office supplies are all examples of FMCG.

Consumer preferences are subject to change in the globalized world of today. Fast-moving consumer goods (FMCG) are vital to India's economy [1]. The fourth biggest business sector in the Indian economy is FMCG, one of the top contributors, with major categories including personal care and household goods generating nearly 50% of its sales. The main reasons for the development of FMCG include rises in income, changes in habits, more consciousness, and readily available reach. Furthermore, consumer purchasing patterns are changing and their impact on the emergence of sustainable products has increased. Although the metropolitan area dominates, semi-urban and

rural areas have increased tremendously during the past few decades [2].

Hindustan Unilever Ltd. (HUL), ITC, Nestle India, Godrej Consumer Products LTD, Britannia Industries, Dabur India, Gillette India, and numerous other companies are the leading brands companies in the FMCG sector. Household & Personal Products and Food & Beverages are the three main product categories that make up these industries. The sector of food and beverages in India is anticipated to grow by 11.05% during FY2019 and FY2024, resulting in one of the most rapidly expanding industries in the nation. In this study some of the top FMCG companies have stated to know customers' high preferable company products.

STATEMENT OF THE PROBLEM

It is still debatable whether or not the various products that various FMCG companies have been working on are reaching end users. Client differences include convictions and beliefs in addition to behavioral differences [3]. The lack of quality, quantity, accurate labeling, inappropriate packaging, and advertisement information would cause consumers to become confused and lose faith in a number of products. An array of factors, including both personal and product-related ones, typically impacts a consumer's decision to purchase a product. Consumers who are

satisfied with a product will decide to buy it if it fulfills their needs. If a product appealed to them, they would probably buy it; if not, they would probably reject it or choose to move on to something else from a competitor. Some of the research questions of the study poses are which FMCG products people are interested in buying if they decide to make a purchase. From where do customers find out more about the products that these FMCG companies sell? When people buy FMCG products, what motivates them to do so?

SIGNIFICANCE OF THE STUDY

Day by day, FMCG companies introduce new products. Its consumer awareness is growing in various ways, and many FMCG businesses are actively attempting to persuade consumers to purchase their products by offering promotional deals and combo packages. Consumer behaviour would vary from day to day. They would base their decision to buy the desired product on both internal and external factors. This study reveals the elements that influence consumers' decisions to buy products from recognizable brands [4].

SCOPE

Marketers will learn from this research what factors, aside from product quality and price, affect consumers' decisions to purchase FMCG goods, particularly those from some of the top-ranked FMCG companies. The branded FMCG companies will be discussed, as well as why consumers choose to purchase these companies' goods on a daily basis, will be stated in this research. Both new and existing customers will buy the company's best products based on what works best for them in their surroundings. Several of the top companies in the study indicated [5] that each company would identify the most important variables to consider when formulating its plans for future developments. Recommendations from respondents about product availability would be available to distributors, like retailers.

OBJECTIVE

- ✓ To know customers' preferred FMCG company products.
- ✓ To understand the factors that influence consumers' decisions to buy.
- ✓ To identify which media influences customers to buy FMCG products.

HYPOTHESES

- **H₀**: There are no significant factors that influence consumers' decisions to buy FMCG
- **H₁**: There are significant factors that influence consumers' decisions to buy FMCG

II. REVIEW OF LITERATURE

MEDIA INFLUENCE AND FACTORS INFLUENCING

In today's marketing, the customer is king. FMCG consists of personal care items, toiletries, and cosmetics. According to Gopinath [6] there was a strong correlation and positive additional high correlation between the factors that influence consumer decision behavior (the factors that include personality, perception, culture, and value consciousness). Some of the personal variables have a positive correlation with respondents' attitudes toward FMCG products, according to Joghee and Pillai [7]. Most FMCG customers prefer to buy their products from malls and specialty stores. According to Rajendran and Deepika [8] the attractiveness of FMCG advertisements has increased the impact of awareness, leading to consumer satisfaction. Chukwu, Kanu and Ezeabogu [9] Their results demonstrated a strong and favorable correlation between the dependent variable of consumer purchasing behavior and the independent variables of emotional response, environmental response towards the brand, brand awareness, and sensory-stimulated advertising. When Basha and Shyam [10] looked into what factors consumers in Bangalore looked at when choosing FMCG retail stores, they discovered that five factors were important: price, customer service, proximity to the retail location, discounts, and product quality. The main factors that influence FMCG purchase decisions are cost and product quality. When it came to Jodhpur's looms and marts, as well as shopping malls, there was a noticeable difference in the impulsive purchasing habits of customers categorized by gender, age, education, and income [11]. Consumer decision-making throughout the purchasing process will be greatly influenced by variables such as situational factors, brand preference, and behavioral patterns [12], then Buyers' decisions to buy and consumer goods are influenced by a variety of factors, including their financial situation. According to Bhattacharjee [13], the term "mass media" primarily refers to print, radio, television, newspapers, movie theaters, and the internet. In the meantime, social media sites like YouTube, Facebook, Instagram, and others aid in the development of brand recognition among consumers, and advertisements are essential to this process. Social media has a significant influence on today's consumers and can be used effectively to achieve better results. The degree to which customers are familiar with a particular brand or service is referred to as brand awareness [14]. Advertising was primarily used to raise consumer awareness and promote products; it also had a big influence on the decisions and purchasing patterns of consumers [15]. Dholakiya and Doshi [16] reported on the extent to which advertising tactics affect consumers' purchasing decisions in their research. They discovered that the kind of product advertised, along with its attractiveness and model, had a big impact on consumers' decisions to buy. As a result,

advertisements promoting goods and services have a significant impact on consumer purchasing decisions. According to research McCarthy and Norris [17] branded ingredient strategies frequently and consistently benefited moderate-quality host brands while occasionally helping higher-quality host brands for a variety of reasons. Abraham [18] has found that product diversification strategies and innovation strategies will boost the sales of these products in the markets; these products would be purchased at the time of promotional and seasonal offers. Pushkar and Rajput [14] discovered through thematic analysis that some various codes and themes can be described for the impact of advertisement media, including mature audience, product relation, dynamic social media, social media review reliability, and brand awareness. The majority of respondents said that social media has a big impact on people's decisions about what to buy. Consumer purchasing decisions are significantly influenced by four factors: income, product variety, cost, and product quality. According to Karthigaiselvi and Padmashri [19] the internet has significantly aided in reaching a wider audience at a lower cost and with greater utility than traditional methods. Ullah and Prince [20] discovered that, of the eight major factors, three—sales promotion, time constraints, and unavailability—are highly recommended. The FMCG industry should concentrate primarily on these factors. Better development opportunities will be found for the FMCG industry if they incorporate it into strategic decision-making. Research conducted in Chandrapur City by Sonkusare [21] revealed that women's purchasing decisions for FMCG products are impacted by television advertising, and that word-of-mouth influences approximately half of the female consumer base. Mohan, Ganesh and Jayakrishnan [22] their study found that cultural concerns were the most significant factor influencing customer behavior towards FMCG items, followed by product specifications, self-related qualities, and emotional drivers, rather than cost consideration. Nallasivam, Mahalakshmi, Keerthana, and Babu [23] discovered that social media platforms like Facebook and Instagram significantly influence customers' purchasing behavior for FMCG items. **Research Gap :** Examining past research articles can help one to comprehend the findings of the researchers regarding the media's influence, including word-of-mouth, social media, TV commercials, and other factors like price, quality, promotion, unavailability, and product packaging, emotional response, environment response, brand awareness, brand preference financial situations that influence consumers to purchase FMCG brands. Previous studies have examined specific FMCG firm items and their impact on consumers' purchase decisions. Researchers must still determine the entire company offering that appeals to customers, though. The primary goal of this research study is to determine which FMCG brand products consumers like, what motivates their purchases, and which media influences them.

III. RESEARCH METHODOLOGY

RESEARCH DESIGN: Descriptive research is what this study falls under. This kind of research will provide a thorough overview or profile of the population of respondents under study [24]. This study identified a few factors influencing consumers' decisions to buy FMCG products based on earlier research.

SAMPLE DESIGN: It is a Non-Random Sampling method, under this Snowball sampling method used. Those who purchase FMCG products for better living; are the respondents for this study. The first phase of the pilot project had 50 respondents and featured a questionnaire that was created based on previous research findings and had good status reliability. Identifying various FMCG product buyers is difficult, so started with 20 people, they referred to certain people who use similar brands, and identification of respondents was further done, and so on.

DATA COLLECTION: Two methods of gathering data were used: primary and secondary. A formalized Questionnaire was composed according to the research goal under primary data. The questionnaire's dependent variables are the factors that influence a customer's decision to purchase any FMCG. The period of data collection was August 2023–November 2023. 260 respondents in the city of Coimbatore were given the questionnaire, which was distributed both offline and online. There were just 250 answers. However, 243 of the 250 pieces of data were valid, and 7 weren't.

STATISTICAL TOOLS: Percentage analysis has been used in this study to compare two or more data series. For additional analysis, a proper Normality test and reliability test (Table 7) have been taken. To find out how much each variable in the dataset is related to a common theme or factor, exploratory factor analysis has been used under factor analysis. Multiple Regression Analysis has been used to assess the relative importance of various independent variables in explaining the dependent variables after determining the significance of Factor Influencing.

IV. DATA ANALYSIS AND INTERPRETATION

To examine 243 valid data, the three main goals of this study were ascertained using four statistical tools; percentage analysis was utilized to depict demographic information. To ascertain the media used to obtain information about FMCG products and the products that customers preferred from FMCG companies, multiple response analyses were employed. Ten factors that influence FMCG products are represented in the questionnaire using a 5-point Likert scale. Following their division into three factors, exploratory factor analysis was employed to group these variables. Using multiple regression analysis, important variables influencing consumers' decisions to purchase FMCG products were identified. In light of this, the hypothesis has been

formulated. Both nominal and ordinal scale measurements were applied. To demonstrate the reliability of this research, a proper test for normality and reliability was conducted. To calculate this SPSS software is used to analyze based on stated statistical tools.

Table 1: Demographic Details

Individual Details		Responses	
		N	Percentage
Gender	Female	134	55.1
	Male	109	44.9
	Total	243	100
Age	18-25	88	36.2
	26-35	65	26.7
	36-45	59	24.3
	46 Above	31	12.8
	Total	243	100
Family Monthly Income (in Rupees)	Below 15,000	39	16.0
	15,000 to 25,000	60	24.7
	25,000 to 35,000	54	22.2
	35,000 to 45,000	44	18.1
	45,000 Above	46	19
	Total	243	100
Occupation	Business	50	20.57
	Government Employee	39	16.05
	Professionals	64	26.34
	Others	90	37.04
	Total	243	100

Basic data from respondents is displayed in Table 1. According to the data, 55.1% of respondents were female and 44.9% were male. Of the respondents, 36.2% were between the ages of 18 and 25, 26.7% percent were between the ages of 26 and 35, 24.3% were between the ages of 36 and 45, and 12.8% were the age of 46 and above. 24.7% of the respondents' family income per month was between 15,000 and 25,000, 19% was above 45,000, 16% was below 15,000, 22.2% was between 25,000 and 35,000, and 18.1% was between 35,000 and 45,000. 20.57% of respondents were in the business sector, 16.05% worked for the government, 26.34% were professionals, and 37.04% of respondents were others.

Table 2: Customer-influenced media

Media	Responses	
	N	Percent
Banner/poster advertisement	62	12
Newspaper or Pamphlet advertisement	46	9
Social media advertisements (Instagram/YouTube/Facebook)	155	29.8
TV advertisements	196	37.7
Word of Mouth (Friends/Relatives/Colleagues)	60	11.5
Total	519	100

Table 2 shows that different media have an impact on customers. Specifically, TV advertisements influenced

37.7% of respondents, social media advertisements (like Instagram, YouTube, and Facebook) influenced 29.8% of respondents, banner and poster advertisements influenced 12% of respondents, word-of-mouth advertising (like friends, relatives, and coworkers) influenced 11.5% of respondents, and newspaper or pamphlet advertisements influenced 9% of respondents.

Table 3: List of FMCG Company brands selected by consumers

FMCG Brand Companies	Responses	
	N	Percent
Britannia Industries	196	18.2
Dabur India	135	12.5
Gillete India	120	11.1
Godrej Consumer Products LTD	93	8.6
HUL	181	17
ITC	138	12.8
Nestle India	213	19.8
Total	1076	100

The preferred attitude of consumers toward different FMCG companies is displayed in Table 3. Responses indicated that 19.8% of respondents preferred to use Nestle India products, 18.2% preferred to use Britannia Industries products, 17% preferred to use HUL products, 12.8% preferred ITC products, 12.5% preferred Dabur India products, and 11.1% preferred Gillete India products.

EXPLORATORY FACTOR ANALYSIS (EFA)

Every observed variable in exploratory factor analysis has the potential to be a measure of every factor; the objective is to identify the strongest relationships between factors and observed variables. The KMO result is shown in Table 4. The KMO value of 0.775 suggests that the sample adequacy for EFA is acceptable, as it exceeds the recommended value of 0.6 [25]. Additionally, noteworthy and demonstrates that the data is suitable for EFA is Bartlett's Test of Sphericity.

Table 4: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.775	
Bartlett's Test of Sphericity	Approx. Chi-Square	4.798 E3
	df	45
	Sig.	.000

The quantity of factors derived along with the matching variations is shown in Table 5. A total variance of 95.0% could be explained by the three extracted factors. Varimax Rotation was used to extract the factors; four iterations were needed to finish the process. As indicated in Table 6, the acquired Factors were labeled as Product Package

Attractiveness & Neediness, Product Price & Availability of products, Attraction of Product Promotions.

Table 5: Total Variance Explained

Component	Initial Eigen values			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.116	51.156	51.156	4.976	49.758	49.758
2	2.712	27.115	78.271	2.710	27.102	76.859
3	1.679	16.795	95.066	1.821	18.206	95.066
4	0.246	2.461	97.526			
5	0.095	0.955	98.481			
6	0.082	0.822	99.303			
7	0.031	0.313	99.616			
8	0.023	0.225	99.841			
9	0.011	0.109	99.950			
10	0.005	0.050	100			

Extraction Method: Principal Component Analysis.

Table 6: Factor Reliability and Factor loading

S. No	Factor Names	Factor Loadings	Factor Reliability
1. Product Package Attractiveness & Neediness			.996
1	Product quality	0.991	
2	Package Wellness	0.989	
3	Well Label Information	0.988	
4	Product Quantity	0.988	
5	To your necessity	0.984	
2. Product Price & Availability of products			.923
1	Affordable Price	0.957	
2	Easy Availability	0.929	
3	Product Variety	0.910	
3. Attraction of Product Promotions			.878
1	Sales Promotion/Discounts	0.954	
2	Previous Experience and Influenced by Advertisements	0.927	

Factor 1: Product Package Attractiveness & Neediness: This accounts for the 49.7% variation. Under this construct, there are five items: products are of good quality, well-packaged, with accurate information on the label, satisfied in quantity, and essential to my well-being.

Factor 2: Product Price & Availability of products: The variation of 27.1% is explained by this. This construct consists of the following three items: The product's price

fits within my budget; it is readily available in a large number of department stores; it comes in a wide range of varieties.

Factor 3: Attraction of Product Promotion: The 18.2% variance is evident. Both the product, which was bought based on past performance, and alluring discounts and sales promotions make up this construct.

Table 7: Reliability Statistics

Cronbach's Alpha	N of Items
.772	10

From Table 6 the reliability of the first factor with five constructs was .996, the second factor with three constructs was .923, and the third factor with two constructs was .878. In Table 7 it shows the overall reliability of all variables was .772. This means that all components exceeded the recommended value of .7, suggesting that they are satisfactory.

MULTIPLE REGRESSION ANALYSIS

Multiple Regressions were used in this study to assess the influence of three constructs on consumer purchasing decisions: Product Package Attractiveness & Neediness, Product Price & Availability of products, Attraction of Product Promotions. Table 8 demonstrates that the model explains 99% of the variance ($R^2 = .998$), indicating that it is a good fit.

Table 8: Model Summary^b

Model	R	R Square	Adjusted R Square	Std.Error of the Estimate
1	.999 ^a	.998	.998	.27068

a. Predictors: (Constant), Product Package Attractiveness & Neediness, Product Price & Availability of products, Attraction of Product Promotions
b. Dependent Variable: Overall Factors that Influence Consumers' decisions to buy FMCG

Table 9 displays the degree to which Independent Variables (IDVs) influence Dependent Variables (DVs) in a meaningful way. Since the significance value is less than 0.05 (0.000), it can be concluded that multiple IDV have a statistically significant impact on DV. Since it reject the Null Hypothesis and accept the Alternative Hypothesis. Which means that all three factors (Product Package Attractiveness & Neediness, Product Price & Availability of products, Attraction of Product Promotions) that significantly influence consumers' decisions to buy FMCG.

Table 9: ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11580.489	3	3860.163	5.268E3	.000 ^a
	Residual	17.511	239	0.073		
	Total	11598.000	24			

		2		
a. Predictors: (Constant), Product Package Attractiveness & Neediness, Product Price & Availability of products, Attraction of Product Promotions				
b. Dependent Variable: Overall Factors that Influence Consumers' decisions to buy FMCG				

Table 10 demonstrates that three variables significantly affect the purchasing decisions of consumers. The study's alternative hypothesis, according to which significant factors affect consumers' decisions to purchase FMCG products, is acknowledged and supported.

Table 10: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1					
(Constant)	28.556	0.017		1.644E3	.000
Product Package Attractiveness & Neediness	4.804	0.017	0.694	276.103	.000
Product Price & Availability of products	3.552	0.017	0.513	204.122	.000
Attraction of Product Promotions	3.487	0.017	0.504	200.389	.000

a. Dependent Variable: Overall Factors that Influence Consumers' decisions to buy

V. RESULT & DISCUSSION

By looking at the demographic information, you can learn that the majority of respondents (55.1%) were female, 36.2% of the respondents' age group was between the ages of 18 and 25, 24.7% of the respondents' family monthly income was between 15,000 and 25,000, and 37.04% of the respondents were other it could include private employees, and non-employee members. The study's main objective is to identify which FMCG companies' products customers buy. As mentioned under Research Methodology, data was gathered from those who purchased specific FMCG products. Through analysis, the research question was answered, revealing that 19.8% of respondents preferred to use Nestle India products in their daily lives compared to other FMCG company products such as Britannia Industries, HUL, and ITC. They learn about these products from TV advertisements, which remain a top priority for product marketing despite advancements in technology. Ten variables were split into three factors—Product Package Attractiveness & Neediness, Product Price & Availability of products, Attraction of Product Promotions—using exploratory factor analysis. Upon clustering the results of this Multiple Regression Analysis, which was utilized to determine the relative significance of different independent variables in explaining the dependent

variables, it is discovered that a number of important factors influence consumers' decisions to buy FMCG products. Customers will purchase such FMCG products if they are satisfied with every variable that influences it, or they won't purchase such products until they are satisfied with every attributes.

According to research, a comparatively high percentage of consumers learn about these products through television advertisements. If advertisers step up their efforts to produce eye-catching product advertisements for various media platforms. Through all available channels, they would connect with their target clientele. Nowadays, almost everyone owns a mobile phone. While watching any YouTube video inevitably brings up advertisements, users can choose to ignore these or watch the ads to avoid them. They would employ a popular celebrity endorsement technique to get viewers to stop selecting the skip option and instead keep watching the advertisements. Customers would become curious about FMCG products and consider why they could purchase them if the same advertisements appeared in all media outlets. Let's buy it one time at least in a way customers would think. Customers would be attracted more by posters and banner ads compared to video advertisements. Product attributes are important to customers even though FMCG companies have many creative promotion ideas, effective marketing strategies, and a wide range of products available in stores. Even though people aren't aware of any products, at the time of shopping if the first sight of any products attracts the customers, they will buy the products, by thinking let's try them once. So packaging way will attract customers more and more. If product attributes satisfy customers, then they either customers would be sustainable purchasers or temporary purchasers of such products. Since entire markets are now focused on customer-oriented products, companies and marketers must satisfy internal factors. This can be achieved by tracking customer behaviour across all shopping portals, including physical stores and online grocery stores.

VI. CONCLUSION

The study investigates customers' preferred FMCG company products, revealing that Nestle India and Britannia Industries products are preferred more than others. Factors influencing purchasing decisions include product package attractiveness, product price and availability, and product promotion attraction. Strong regression analysis shows these factors strongly influence purchasing decisions. Additionally, TV and social media advertisements were influencing consumer awareness towards FMCG products. **Implications:** Businesses and marketers should concentrate on these elements in order to satisfy consumer needs; if they do, they will be able to connect with customers in an efficient manner. Customers don't just buy products at random; they make minute

decisions based on factors such as product packaging, color, label wording, necessity of purchase, past experience with the product, and recommendations from reliable people regarding specific FMCG products. These minute decisions also take into account the emotional connections that customers have to each variety of FMCG products, so it's important to keep an eye on their behaviour in order to determine the best ways to reach them with new or existing products. By utilizing specific factors like packaging design, labeling information, and promotion strategy, each department within the company must identify which factor would prioritize FMCG product production and sales, which in turn leads to the distribution of new products. This would result in maintaining current customers and attracting new ones who would be devoted. **Limitation:** The study demonstrated significant correlations between independent factors and the dependent variable, despite the non-normal pattern, as confirmed by the Kolmogorov-Smirnov test ($p < 0.05$). However, the precision of estimations and trust in the regression results may be compromised. Future study might employ a variety of statistical methodologies to validate these conclusions. **Future Research scope:** The study scope of future researchers will include comparisons between urban and rural areas, a shift in sampling strategy to the quota sampling method by segmenting data into any category, such as age, an increase in sample size to ensure that results are different, and the use of any additional statistical tools to determine the relationship between two variables, will enhance the accurate results in their research.

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