

Investigating The Influence of Demographic Variables on Factors of buying behavior towards FMCG Products

Kshanaprava Ghosh

Research Scholar, Department of Economics, Kalinga University, Naya Raipur, Chhattisgarh, India.

Dr. Namrata Shrivastava

Research Guide, Department of Economics, Kalinga University, Naya Raipur, Chhattisgarh, India.

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ABSTRACT

In this volatile and fast-paced economy, rural communities play an essential role. Reaching out to rural customers is very essential in today's market, particularly in a nation like India, where the majority of the population lives in rural areas. If you want to increase your share of the rural market, you need to learn more about what people in rural areas buy. When it comes to rural clients, demographic factors play a huge role in determining how they shop. Modifications or variations in these areas impact the spending patterns of those living in rural regions. This research primarily aims to investigate the effect of gender and age on customer purchasing behavior as it pertains to Fast Moving customer Goods (FMCG) products. The data for this study came from 165 people in the Bankura area who participated in a descriptive survey. Time and budget limitations necessitated the use of convenience sampling to choose respondents. The Chi-square test was brought out. While individual preferences do matter, the results show that gender and age do not have a statistically significant impact on the purchase of fast-moving consumer items.

Keywords: Consumers, Buying Behavior, Brand, Gender, Age

INTRODUCTION

Investigating the when, why, how, and where of product purchases is the crux of consumer purchasing behavior, a multidisciplinary topic that pulls from economics, sociology, psychology, and anthropology. Understanding individual and group decision-making processes is the ultimate aim. Its goal is to learn about people's wants and requirements by analyzing demographic and behavioral factors pertaining to specific consumers. Implications on the client from society, family, friends, and reference groups are also intended to be assessed.

When the consumer takes on the responsibilities of user, payer, and buyer, the study of consumer behavior centers on consumer buying behavior. The core of consumer behavior is ensuring that the correct items are delivered to the right people at the right place at the right time. Next, we'll take a look at how it all works, how it affects future purchases, and lastly, how to get rid of it. The buying patterns of customers must be considered in consumer-centric marketing, planning, and management.

The term "consumer packaged goods" may describe many types of fast-moving consumer goods (FMCG). With the exception of staple foods and pulses, this encompasses all goods that individuals purchase often. Soaps,

detergents, shampoos, toothpaste, brush heads, shoe shine, packaged meals, accessories, and even a few pieces of technology make up the bulk of the list.

Designed for frequent or daily use, these goods produce a lot. Everyday consumer goods, whether they are food or not, are part of the fast-moving consumer products market. The manufacturers invest a lot of money into marketing and advertising them because of the large number of little purchases they typically produce. The best places to locate these products for sale are hypermarkets, grocery shops, and supermarkets. Famous stores have started offering private label items to increase profits, but manufacturers are always seeking new and better methods to market their goods. Everyone always uses consumer goods with a short shelf life. Developing powerful brands and reaching a wide audience are the bedrock of this industry. Companies that operate on a worldwide scale often use popular brands. Businesses in the area will benefit from this. carrying out efficient distribution via a robust supply chain and guaranteeing that the items may be delivered to any location where they are required or desired.

The supply chain for fast-moving consumer goods (FMCG) consists of a web of linked procedures and assets. This includes every single person or organization involved in the production, distribution, and consumption of a good or service, from the initial procurement of raw materials to the final customer. To achieve a high degree of distribution, it is helpful to integrate sales force activities with market operations. Research on the market, consumers, product positioning, and segmentation is necessary for all companies operating in this sector. One important feature of point-of-sale systems is the ability to use advertisements and promotions to boost brand awareness, product trial, and purchase. Advertising on television still has a stranglehold on the industry, even if internet ads have grown in popularity. A large sum of money, together with much preparation and imagination, is required.

Factors Influencing Buying Behavior Towards FMCG Products

Psychological Factors

The importance of psychological factors cannot be overstated when trying to influence consumer preferences and decisions. Included in this group are things like beliefs, attitudes, motivations, backgrounds, and convictions. The way consumers process product information and ultimately make a purchase choice is affected by all of these factors.

1. **Perception:** What matters most to consumers when making a purchase choice is how they perceive the product. A product's brand, quality, and value all have a role in how responsive customers are to it. Branding and advertising that leaves a positive impression on consumers makes them more likely to choose a product over its competitors.
2. **Attitudes:** Consumers' opinions on products are often shaped by a combination of personal experiences, marketing messaging, and cultural influences. A positive first impression of a company or product could lead to repeat purchases, whilst a negative one might lead to complete non-purchase. Marketers strive to promote favorable attitudes via the use of targeted advertising and customer engagement strategies.
3. **Motivation:** Motivation has a major role in shaping consumer behavior. A consumer's desire for convenience, well-being, social status, or cost is only one of many elements that might influence their decisions. Some consumers may be more interested in purchasing organic or low-calorie products, while others may be more price-conscious and be swayed by specials and discounts.
4. **Learning:** What consumers take away from their experiences and the knowledge they gain influences their future purchases. Consumers have an antipathy to a brand after having bad experiences with it, and a devotion

to it after having good ones. Marketers often disseminate information about their products via advertisements, free samples, and promotions.

5. **Beliefs:** Many factors, including cultural norms, societal expectations, and personal experiences, contribute to the diverse spectrum of customer opinions on products. Customers' expectations of a product's quality and performance are impacted by beliefs like these, which ultimately affects their purchasing decision. To their benefit, marketers may use this information to create product messages that speak to customers' core beliefs.

Social Factors

A person's social circle, which includes their family, friends, and colleagues, as well as other social groups, may have an impact on them. The characteristics mentioned above greatly impact consumer behavior, since consumers often seek the views and advice of others while making purchases.

1. **Family Influence:** How and what a person buys is heavily influenced by their family. Family members, such as parents and siblings, may greatly influence product choices when it comes to fast-moving consumer goods (FMCG). Food and drink may be more important to adults, but children may be more focused on household necessities. Marketers aiming to connect with families should possess a solid understanding of family dynamics.

2. **Peer Pressure:** The people a person knows and spends time with greatly influence their buying behavior. Friends' and colleagues' opinions and ideas about products may greatly influence consumers' ultimate choices. Marketers often use endorsements, influencer marketing, and social proof to take advantage of this peer influence.

3. **Social Status:** The desire to seem more socially prominent is a typical motivator for consumer activity. Some people who are looking to boost their social standing may be interested in purchasing luxury or premium FMCG. Consumers motivated by social status may be targeted by marketers by placing products to highlight their exclusivity or distinction.

4. **Cultural Influence:** The cultural features of a community include its shared norms and practices in relation to things like values, beliefs, traditions, and rituals. What sells like hotcakes in one culture may not in another. In order for marketing initiatives to resonate with local ideas and practices, marketers aiming to break into other markets need to have a solid understanding of cultural intricacies.

Cultural Factors

Consumer behavior is impacted by culture, which is both wide and influential. Language, religion, customs, and traditions are all parts of it, and they influence people's propensity to purchase fast-moving consumer goods.

1. **Cultural Norms:** What is considered appropriate conduct in any given community is determined by its cultural standards. These standards impact the food, personal care, and fast-moving consumer goods (FMCG) purchases that people make. When developing goods and marketing strategies, marketers should keep cultural preferences and sensitivities in mind.

2. **Subcultures:** Subcultures express particular interests, habits, or demographics within larger civilizations. Organic or natural fast-moving consumer goods (FMCG) may be more important to health-conscious subcultures than to others, who may place a higher value on convenience. Marketers have the ability to zero in on certain subcultures in order to increase product engagement and resonance.

3. **Traditions and Rituals:** Consumer behavior may also be influenced by cultural customs and rituals. For example, during certain holidays, people may have a preference for particular fast-moving consumer goods. By

capitalizing on these moments, marketers may promote timely and relevant items.

Personal Factors

Demographics, way of life, and personality qualities are examples of personal variables that impact purchasing behavior. Consumers' various purchase behaviors are a direct result of these issues.

1. **Demographics:** Consumer preferences are significantly influenced by factors including gender, age, income, level of education, and employment. For instance, fast-moving consumer goods (FMCG) that are hip and new may be more popular with younger buyers, who value innovation and style more highly than durability and longevity. In order to better cater their services, marketers often divide their target population into subsets depending on demographic characteristics.

2. **Lifestyle:** A consumer's interests, hobbies, and behaviors—their lifestyle—have a significant impact on their purchase choices. Others who are concerned about their health may lean toward fitness and wellness-related items, while others who are always on the go may value convenience above all else. Advertisers may better pitch their goods as solutions that suit customers' everyday lives when they have a good grasp of lifestyles.

3. **Personality:** Personality qualities have an effect on consumer habits. Consumers who are more daring may be open to trying out novel items, whilst those who are more cautious may go for tried-and-true names in the industry. By analyzing customer profiles, marketers may craft messages that speak directly to certain demographics.

REVIEW OF LITERATURE

Helen, J & Selvi, Darling. (2021) When it comes to marketing fast-moving consumer goods (FMCG), customer behavior is king, and there are a lot of factors that influence customer behaviour. Client tastes and needs are known to change over time in today's age of globalization. It is indisputable that the fast moving consumer goods (FMCG) industry is a major factor in India's GDP growth. Accordingly, marketers must educate themselves on the factors that impact consumer behavior while buying FMCG. The major goal of this research is to find out what factors affect customers' buying habits when it comes to RMCI's. Geographical location, price, promotional activity, product features, and physiological impacts are some of the variables that affect consumer behavior, according to the research. However, these elements may have varying effects on consumers' final purchases based on the goods in issue.

Latuszynska, Malgorzata et al., (2012) The effects of many variables on consumers' purchasing decisions are better understood thanks to this research. Consumer behavior in the electric appliance market is examined as the dependent variable, with a number of independent variables including cultural, social, personal, psychological, and marketing mix elements. Finding out what makes Iraqi consumers tick in the electric appliance sector is the driving force behind our research. A survey was carried out in December 2011 in Basra, a city in southern Iraq, to collect data used to analyze the elements impacting customers' decision-making processes while making purchases. Overall, the study's main results showed that the collection of independent factors had a poor association with the dependent variable. Nevertheless, the thorough investigation revealed that customer purchasing behavior is highly correlated with physical variables, social factors, and marketing mix components. Consumer decision-making rules may be uncovered via these studies. Producers and retailers may benefit from a better knowledge of customer behavior and happiness if the findings are applicable.

Siji, Smitha. (2015) Big-box stores don't sell just one thing. As a catch-all word, it describes a wide range of goods. Items such as food, cleaning supplies, cosmetics, toiletries, and personal care items are all part of this category. All consumer behavior theories and models are applied to this sector as a whole, treating it as a single

product category, because of its limited engagement. However, is that really the case? Is it the same type of thing when a consumer buys toilet paper as when they purchase perfume? These questions are the ones that this research is trying to address. For the survey, 537 homes were chosen as a sample. From the literature that was surveyed for the research, hypotheses were formulated and then put to the test. Price perception, loyalty to local shops, and engagement in the purchasing choice are the recognized variables. The validity and reliability of the tool were also examined. We used analysis of variance (ANOVA) to determine if these characteristics varied between FMCG subcategories. Recent innovations in the retail industry highlight the importance of this research. Proper tactics for selling fast-moving consumer goods (FMCG) to consumers may be informed by the results.

Vijaya, R. Vijayalakshmi et al., (2020) These days, buying food on a daily basis is almost a need for human survival. The research set out to identify the elements that have an effect on how people buy food. This study achieved its goals by using a cross-sectional research approach. Using a convenience sample technique, 265 participants were chosen from Karaikudi to participate in the study. A comprehensive questionnaire, based on a thorough literature review, was used to gather data. Statistical methods, including SPSS-based exploratory factor analysis tests, were used to examine the data. Four factors—availability, taste, price, and quality—were identified by the exploratory investigation. In addition, demographic factors were shown to impact how consumers behave while purchasing food items. Important factors that influence consumers' decisions to purchase food were the focus of the research. In a market where Indian enterprises are increasingly present, the study's findings on food products are becoming more significant and competitive.

RESEARCH METHODOLOGY

Due to the descriptive nature of the study, the researcher opted to employ a survey research strategy in this investigation. People living in rural areas of Bankura district who purchase fast-moving consumer goods are the focus of this research. A method other than random sampling was used in the research. Time constraints and an ignorance of the whole world necessitated the use of convenience sampling to choose responders. There were 165 participants in the research. For the purpose of assessing the correlation between rural customers' purchasing habits and demographic factors, the Chi-square test is used. Brand ambassador, brand, health, quality, and price were compared to age and gender as demographic variables in this study.

DATA ANALYSIS AND INTERPRETATION

Table 1: Gender of the respondents

Particulars	Frequency	Percentage
Male	95	57.58
Female	70	42.42
Total	165	100.0

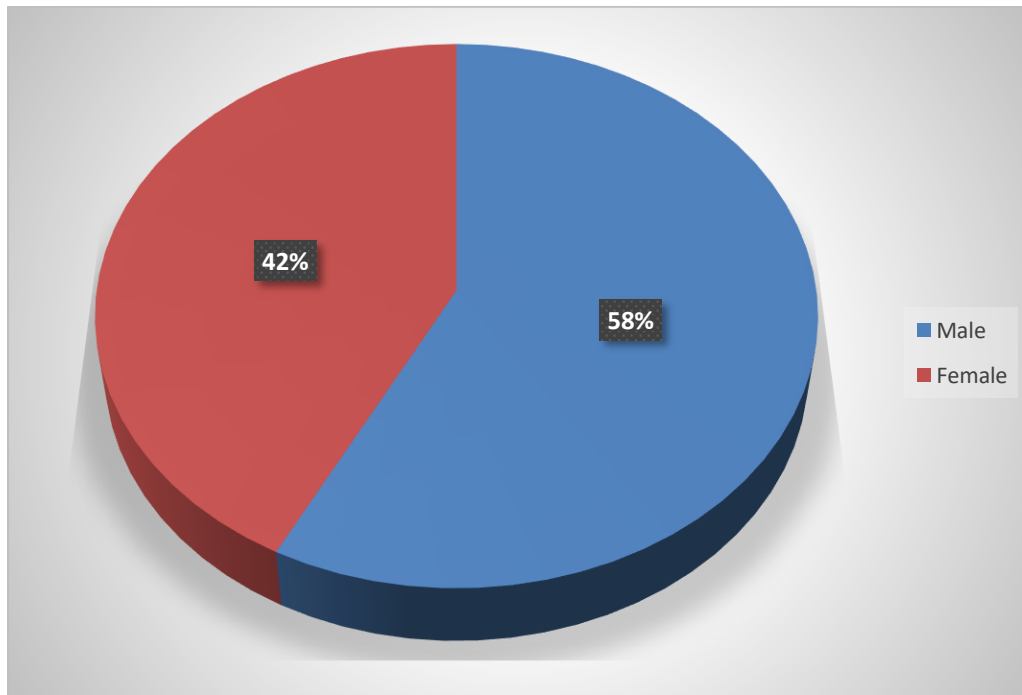
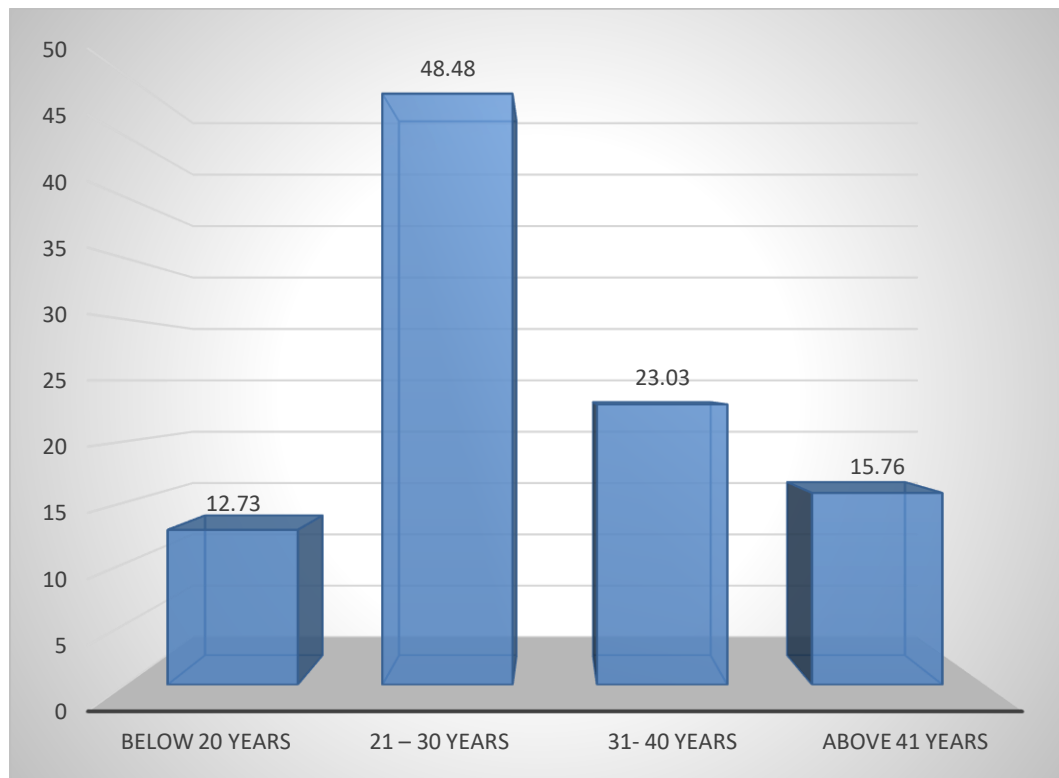


Figure 1: Gender of the respondents

Table 1 shows the breakdown of study participants by gender. There were 165 total participants; 95 (or 57.58%) are male and 70 (or 42.42%) are female.

Table 2: Age of the respondents

Particulars	Frequency	Percentage
Below 20 years	21	12.73
21 – 30 years	80	48.48
31- 40 years	38	23.03
Above 41 years	26	15.76
Total	165	100.0

**Figure 2: Age of the respondents**

The age distribution of the respondents is shown in Table 2. Participants' ages range from 21 to 30 for the most part (48.48%), with 23.13% falling into the 31-40 age bracket. Around 12.73 percent of the sample is under the age of 20, while around 15.76 percent is above the age of 41.

Table 3: Impact of Gender on buying behavior of FMCG products

Gender	Factors					Chi-square value	Sig
	Brand Ambassador	Brand	Healthy	Good Quality	Price		
Male	17.0%	22.0%	15.0%	32.0%	14.0%	3.165	0.527
Female	25.0%	18.0%	16.5%	21.5%	19.0%		

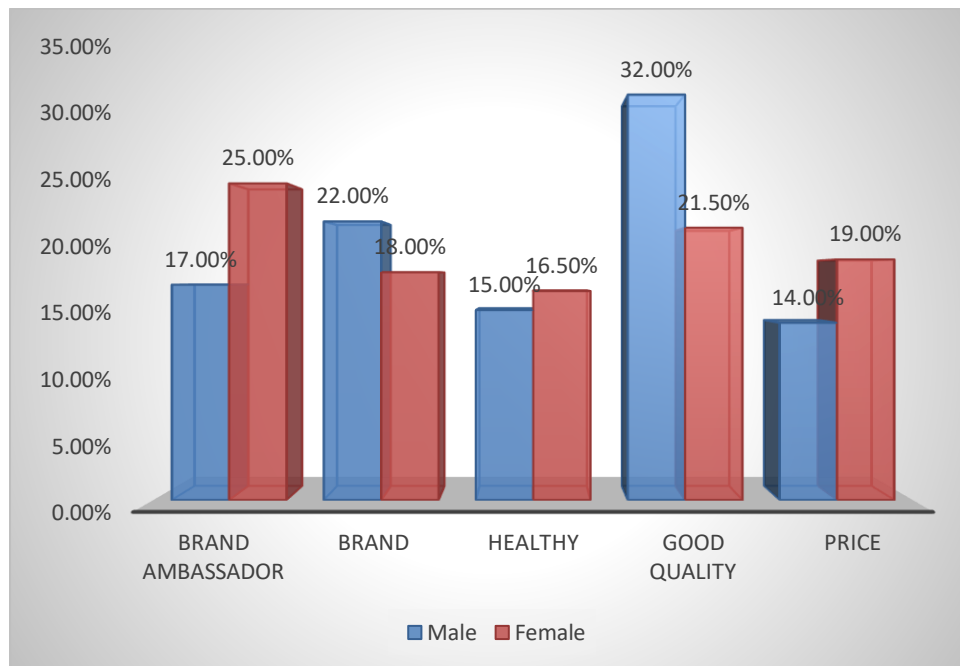


Figure 3: Impact of Gender on buying behavior of FMCG products

There is no statistically significant difference in the effect of these characteristics on the purchasing behavior of male and female respondents, according to Table 3, which assesses the Chi-square value of 3.165 and significance level ($p = 0.527$). Regarding particular preferences, men place a higher value on Good Quality (32% of the time) and Brand (22% of the time) than on other aspects. Brand Ambassador (25%) and Price (19%) are somewhat more important to women than to men, but Good Quality (21.5%) and Healthiness (16.5%) are also significant.

Table 4: Impact of age on buying behavior of FMCG products

Age	Factors					Chi-square value	Sig
	Brand Ambassador	Brand	Healthy	Good Quality	Price		
Below 20 years	16.8%	27.4%	7.2%	32.0%	16.6%	12.108	0.357
21 – 30 years	15.4%	20.8%	36.9%	16.4%	10.5%		
31- 40 years	18.8%	10.7%	21.6%	26.3%	22.6%		
Above 41 years	26.6%	21.0%	11.5%	31.5%	9.4%		

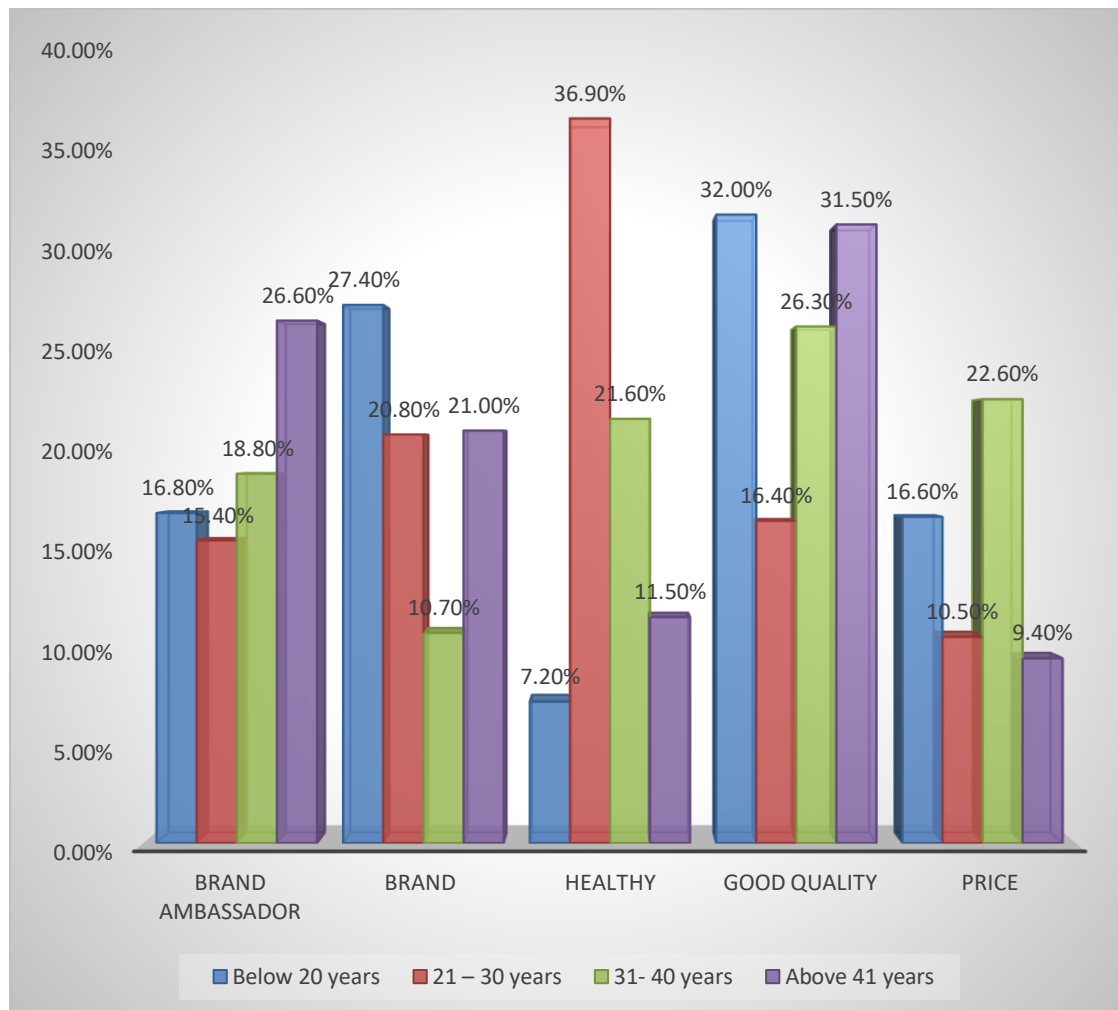


Figure 4: Impact of age on buying behavior of FMCG products

Table 4 shows that there is no statistically significant relationship between age and these preferences, based on the Chi-square value of 12.108 and the significance threshold ($p = 0.357$). Individuals under the age of 20 place a higher value on Good Quality (32%) and Brand (27.4%), according to the statistics broken down by age group. Among those in the 21–30 age bracket, healthiness ranks high at 36.9%, with good quality coming in at 16.4% and price at 10.5%. Within the 31–40 age bracket, Good Quality is roughly balanced at 26.3%, Healthiness at 21.6%, and Price at 22.6%. People over the age of 41 rank "Good Quality" (31.5%) and "Brand Ambassador" (26.6%) as the two most significant factors.

CONCLUSION

The effect of gender and age on fast-moving consumer goods (FMCG) purchase behavior in the Bankura area was the focus of this research. There are some small but not statistically significant variances in preferences among the various demographic categories, according to the results. While female customers were more concerned with pricing and brand ambassadors, male customers were somewhat more brand and quality oriented. Similarly, customers under the age of 20 placed a premium on quality and brand, those between the ages of 21 and 30 placed a premium on health-related features, and those above the age of 30 placed a premium on quality and brand ambassadors. Regardless of these patterns, the data as a whole shows that gender and age do not significantly impact purchasing behavior. Food and beverage (FMCG) firms may use these data to better focus their marketing,

increase brand resonance across varied customer categories, and better match their marketing tactics with subtle consumer preferences.

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