



To cite this article: Dr. Vijay Pandit Palve (2024). AN ANALYSIS OF CONSUMER ATTITUDES TOWARDS FMCG PRODUCTS: A CASE STUDY OF DHULE DISTRICT, International Journal of Research in Commerce and Management Studies (IJRCMS) 6 (4): 128-135 Article No. 274 Sub Id 545

## AN ANALYSIS OF CONSUMER ATTITUDES TOWARDS FMCG PRODUCTS: A CASE STUDY OF DHULE DISTRICT

Dr. Vijay Pandit Palve

Assistant Professor, Vidyawardhini Sabha's, Arts Commerce & Science College, Dhule, Maharashtra, India

Email: vijayppalve@gmail.com

DOI: <https://doi.org/10.38193/IJRCMS.2024.6412>

### ABSTRACT

The primary objective of this study was to examine consumer attitudes toward FMCG products with a focus on Dhule district, particularly in terms of potential gender-based differences. The study tested the hypothesis (H0) that there is no significant difference between male and female consumers' attitudes toward FMCG products, against the alternative hypothesis (H1) that a difference exists. Primary data was collected from 144 consumers using a structured questionnaire based on a 7-point Likert scale, assessing six key attitude variables. An independent samples t-test was conducted to analyze the data. The results revealed no statistically significant gender-based differences in consumer preferences, product quality importance, advertisement influence, brand switching, trust in brand safety, or brand loyalty. Both male and female consumers demonstrated similar behaviors and attitudes toward FMCG products. Thus, the null hypothesis (H0) was not rejected, confirming that gender does not significantly influence consumer attitudes toward FMCG products in Dhule district.

**KEYWORDS:** Attitude, Consumer, FMCG

### I. INTRODUCTION

(ibef.org, 2024) The FMCG sector in India is witnessing robust growth, with an expected CAGR of 27.9% from 2021 to 2027, potentially reaching US\$ 615.87 billion. In 2022, urban areas contributed 65% of FMCG sales, while rural regions accounted for over 35%. The sector saw an 8.5% rise in revenues and a 2.5% increase in volumes last fiscal year, with 8.4% value growth in the first half of 2022 due to inflation-driven price hikes. Recent trends show a 9.0% YoY value growth in Q3 FY23, slightly down from 9.2% the previous year. India's dairy industry is forecasted to grow by 13-14% in FY25, driven by strong demand and increased raw milk supply. FMCG growth projections for 2024 range between 4.5-6.5%, while the Indian food processing market is expected to reach US\$ 470 billion by 2028, with a CAGR of 9.5%.

(www.statista.com, 2024) The FMCG sector is a key part of India's economy, ranking as the fourth

largest industry, with household and personal care products comprising 50% of the market. Growth is driven by rising incomes, lifestyle changes, increased awareness, and improved accessibility. The demand for sustainable products influences consumer choices, and rural areas have seen notable growth in recent years. Established players like Johnson & Johnson, Hindustan Unilever, and ITC face competition from emerging direct-to-consumer brands like MamaEarth. Advertising plays a major role, and in response to inflation, companies are raising prices and reducing package sizes.

## **II. REVIEW OF LITERATURE**

(Prakash & Pathak, 2014) Rural India, with over six hundred thousand villages and more than 70% of the population residing in these areas, has become a significant market for FMCG products. Research shows that rural and urban consumers in India have distinct needs, highlighting the vast marketing potential for MNCs and foreign investors seeking opportunities in rural regions. Understanding rural consumer behavior is crucial for marketers. This paper examines the key factors influencing rural consumers' FMCG purchase decisions, such as price, brand name, quality, availability, and packaging. It also explores communication methods, brand-switching reasons, billing patterns, and consumer satisfaction levels in rural markets.

(Norstedt & Sjölander, 2021) emphasize the critical role marketing plays in encouraging sustainable consumption. Their study examines how a company's comprehensive green marketing approach can bridge the gap between consumers' attitudes and behaviors in the FMCG sector. Despite positive attitudes towards sustainability, consumers often face internal and external barriers that limit their actions. Through a detailed case study of an FMCG company, the research highlights that successfully implementing holistic green marketing strategies can reduce this attitude-behavior gap, fostering better consumer alignment with sustainable practices.

(Meera et al., 2017) The Indian FMCG sector, valued at \$14.8 billion, was projected to double to \$30 billion by 2012, with rural areas expected to see over 60% growth by 2010. Key categories in this sector include hair care, household care, and confectionery. While urban consumption accounts for 66%, rural areas contribute over 40% in the personal care segment. Increasing rural demand is anticipated to drive further growth, leading manufacturers to boost sales efforts. This study focuses on consumer behavior towards FMCG products in Rajapalayam Town.

(Kumaravel & Vikkraman, 2013) conducted a study on consumer behavior towards FMCG personal care products in Coimbatore, Tamil Nadu, using data from 200 respondents collected through interviews and questionnaires. The research examined socio-economic backgrounds, factors influencing behavior, satisfaction levels, and consumer expectations. Analytical methods included percentage analysis, factor analysis, regression, mean score analysis, and chi-square tests. The findings

indicate that consumer behavior is shaped by factors such as place, product, price, promotion, psychology, and people. Additionally, satisfaction is influenced by both product features and market conditions, suggesting that meeting consumer expectations can positively impact their purchasing behavior.

(Pande & Soodan, 2015) emphasize the complexity and unpredictability of consumer psychology, making it difficult for marketers to forecast behavior towards products. To better understand consumer actions, it is crucial to examine attitudes and intentions. FMCG purchases, characterized by frequent, small-quantity buys, differ from those of durable goods and require specialized study. This research explores how consumer attitudes, beliefs, and subjective norms influence purchasing decisions, applying the Theory of Planned Behavior (TPB) model to predict FMCG buying behavior.

(Jain & Hudnurkar, 2022) highlight the significant waste generated by the FMCG industry, making sustainability a pressing concern. In the past five years, consumer awareness regarding the environmental impact of their choices has grown substantially. Alongside stricter eco-friendly regulations, sustainable packaging has emerged as a key focus for customers. This shift in consumer behavior is driving strategic changes within the FMCG sector, with brands increasingly adopting sustainable marketing practices.

(Kalaivanan, 2020) This paper explores how past environmental attitudes, social and personal norms, social influence, and green self-identity shape consumer buying behavior, focusing on hybrid consumption patterns in the FMCG sector, which challenge traditional consumer stereotypes. The study also examines the effects of perceived quality, brand extension incongruity, involvement, and perceived risk on consumer attitudes towards brand extensions in FMCG, durable goods, and services. It highlights the importance of involvement factors—such as relevance, pleasure, sign-value—and perceived risk dimensions (financial, psychological, and performance) in determining the acceptance of brand extensions across these sectors.

(Wath, 2020) India's Fast Moving Consumer Goods (FMCG) sector is rapidly expanding and constitutes a major share of consumer spending. Understanding consumer buying behavior is key to marketing FMCG products, which include everyday essentials like toothpaste, lotions, shampoos, shaving cream, and milk. This study explores the factors driving FMCG purchases in the Jalgaon district, using the Friedman Chi-square test to evaluate the significance of five factors: promotion, lifestyle, trust, value, and product. The results indicate that product education, packaging, availability, affordability, and quality are the most influential variables in consumers' purchasing decisions.

(Sethi & Sharma, 2016) The study aims to propose and test a model that examines the impact of

explicit attitudinal constructs on the frequency of green purchase behavior. It focuses on environmental concern, green advertising, and perceived quality of green products, using a path model to hypothesize how these factors influence attitude, leading to purchase intention and ultimately green purchase behavior. Data were collected from 501 respondents through a well-structured, closed-ended questionnaire using Nine-point Likert scales. The survey results were analyzed using SPSS and AMOS, employing confirmatory factor analysis and structural equation modeling to test the hypotheses.

(Sharma & Mahlawat, 2021) The research revealed that various FMCG companies have adopted numerous green initiatives and enhanced their products to be more environmentally and hygienically conscious. These efforts include using renewable resources like solar energy and biogas plants, implementing rainwater harvesting methods, and applying Extended Producer Responsibility (EPR) for collecting and recycling multilayer plastic packaging waste. Companies are also focusing on recyclable, reusable, or biodegradable packaging, conducting educational and promotional campaigns, reducing paper consumption, and preventing environmental pollution. These green initiatives demonstrate the growing environmental commitment of organizations, as they make significant adjustments to create more eco-friendly FMCG products.

### **III. RESEARCH DESIGN AND METHODOLOGY**

The primary objective of the present study is **“To study consumer attitudes towards FMCG products with special reference to Dhule district.”**

#### **Hypothesis**

H<sub>0</sub>: There is no gender wise difference in the to study attitude of consumer towards FMCG products in Dhule District.

H<sub>1</sub>: There is a gender wise difference in the to study attitude of consumer towards FMCG products in Dhule District.

#### **Data collection and research instrument**

Primary data was collected using a structured questionnaire based on a 7-point Likert scale. A total of 144 consumers were asked to rate their level of agreement with six attitude variables. The attitude variables included:

- I prefer purchasing well-known FMCG brands over local brands.
- The quality of FMCG products is very important to me.
- I am influenced by advertisements when choosing FMCG products.
- I frequently switch between FMCG brands based on promotions.
- I trust the safety and reliability of the FMCG brands I use.

- I am loyal to certain FMCG brands and rarely change.

#### IV. DATA ANALYSIS

The hypothesis was tested using the Independent Samples t-test, done separately for each variable.

##### Data Analysis and Inference

Reliability analysis was carried out on the factors of attitude variables of the mobile wallet usage.

**Table-1 Reliability Statistics**

Cronbach's Alpha	N of Items
0.924	6

Cronbach's alpha is the most commonly used measure of reliability. The value of Cronbach's alpha greater than 0.7, is considered reliable. Cronbach's alpha showed the questionnaire reached acceptable reliability,  $\alpha = 0.924$ . Thus, questionnaire was found to be reliable.

**Table 2 Independent samples t-tests.**

Variable	Gender	N	Mean	Sig. (2-tailed)	Ho
I prefer purchasing well-known FMCG brands over local brands.	Male	74	5.62	0.893	Failed to Reject
	Female	70	5.60		
The quality of FMCG products is very important to me.	Male	74	6.32	0.437	Failed to Reject
	Female	70	6.25		
I am influenced by advertisements when choosing FMCG products.	Male	74	6.03	0.371	Failed to Reject
	Female	70	5.92		
I frequently switch between FMCG brands based on promotions.	Male	74	5.40	0.091	Failed to Reject
	Female	70	5.69		
	Male	74	6.41	0.686	

I trust the safety and reliability of the FMCG brands I use.	Female	70	6.35		Failed to Reject
I am loyal to certain FMCG brands and rarely change.	Male	74	6.06	0.982	Failed to Reject
	Female	70	6.05		

**Interpretation:**

This study compared male and female consumer attitudes toward FMCG products through an independent samples t-test across six key statements. The results show that for each statement, there is no statistically significant difference between the genders, as all p-values are greater than the significance level (0.05). Below are the findings for each statement:

**Preference for Well-known FMCG Brands:**

Male Mean: 5.62

Female Mean: 5.60

p = 0.893

There is no significant difference in the preference for well-known FMCG brands between males and females.

**Importance of FMCG Product Quality:**

Male Mean: 6.32

Female Mean: 6.25

p = 0.437

Both genders place similar importance on the quality of FMCG products.

**Influence of Advertisements:**

Male Mean: 6.03

Female Mean: 5.92

p = 0.371

Males and females are equally influenced by advertisements when choosing FMCG products.

**Brand Switching Based on Promotions:**

Male Mean: 5.40

Female Mean: 5.69

p = 0.091

While females report slightly higher brand switching due to promotions, the difference is not

statistically significant.

**Trust in Brand Safety and Reliability:**

Male Mean: 6.41

Female Mean: 6.35

$p = 0.686$

Both genders trust the safety and reliability of the FMCG brands they use to a similar extent.

**Loyalty to FMCG Brands:**

Male Mean: 6.06

Female Mean: 6.05

$p = 0.982$

There is no significant difference in brand loyalty between males and females.

In summary, the null hypothesis (H0) is failed to reject for all six statements, indicating no significant gender-based differences in consumer attitudes and behaviors toward FMCG products. Both males and females exhibit similar preferences, trust, and loyalty toward FMCG brands.

**V. CONCLUSION**

The primary objective of this study was to examine consumer attitudes toward FMCG products with a specific focus on Dhule district, with an emphasis on potential gender-based differences. The analysis was conducted using an independent samples t-test across six key statements related to consumer behavior and attitudes. The results indicated that for all statements, there were no statistically significant differences between male and female respondents. Both males and females demonstrated similar preferences for well-known FMCG brands, placed equal importance on product quality, were similarly influenced by advertisements, and exhibited comparable trust in the safety and reliability of FMCG brands. While females reported slightly higher brand switching based on promotions, this difference was not statistically significant. Additionally, both genders showed equivalent levels of brand loyalty. In conclusion, the study failed to reject the null hypothesis (H0), confirming that there are no significant gender-based differences in consumer attitudes toward FMCG products in Dhule district. Both male and female consumers share similar behaviors and attitudes in their engagement with FMCG products.

**BIBLIOGRAPHY**

- [ibef.org](https://www.ibef.org/industry/fmcc). (2024, 06 15). [ibef.org](https://www.ibef.org/industry/fmcc). Retrieved from <https://www.ibef.org/industry/fmcc>
- [www.statista.com](https://www.statista.com/statistics/742463/india-fmcc-market-size/). (2024, 03 15). Retrieved from <https://www.statista.com/statistics/742463/india-fmcc-market-size/>

- Jain, P., & Hudnurkar, D. M. (2022). Sustainable packaging in the FMCG industry. In *Cleaner and Responsible Consumption* (Vol. 7). Elsevier. <https://doi.org/10.1016/j.clrc.2022.100075>
- Kalaivanan, S. T. (2020). Marketing Intelligence Practices on Fmcg Consumer Preferences and Buying Behaviour Pattern Using Social Network Analysis (Issue 7, pp. 2394–0697). *easychair.org*. <https://ssrn.com/abstract=3780056>
- Kumaravel, K., & Vikkraman, P. (2013). A study on consumer behavior towards FMCG products with special reference to personal care products. In *Life Science Journal* (Vol. 10, Issue 2, pp. 1524–1530).
- Meera, M. R., Mahalakshmi, R., & Padmaja, R. (2017). Consumer behaviour towards fmcg products: A study with special reference to Rajapalayam. *Research Journal of Humanities and Social Sciences*, 8(1), 69. <https://doi.org/10.5958/2321-5828.2017.00011.0>
- Pande, A. C. (2015). Role of consumer attitudes, beliefs and subjective norms as predictors of purchase behaviour: a study on personal care purchases. In *The Business & Management Review* (Vol. 5, Issue 4, pp. 29–30). *cberuk.com*. [https://cberuk.com/cdn/conference\\_proceedings/2015iciee\\_india49.pdf](https://cberuk.com/cdn/conference_proceedings/2015iciee_india49.pdf)
- Prakash, G., & Pathak, P. (2014). Understanding rural buying behaviour: A study with special reference to FMCG products. *gnanaganga.inflibnet.ac.in*. <http://gnanaganga.inflibnet.ac.in/handle/123456789/1612>
- Sethi, V., & Sharma, R. (2016). Determinants of purchase behaviour towards green FMCG products. *indianjournals.com*. <https://www.indianjournals.com/ijor.aspx?target=ijor:jgibs&volume=8&issue=1&article=002>
- Sharma, M., & Mahlawat, S. (2021). Green marketing: a study of eco-friendly initiatives towards green FMCG products. In *Webology* (ISSN: 1735-188X). *webology.org*. [https://webology.org/data-cms/articles/20220713110555amwebology 18 \(1\) - 89 pdf.pdf](https://webology.org/data-cms/articles/20220713110555amwebology%2018%20(1)%20-%2089.pdf.pdf)
- Sjölander, F., & Norstedt, J. (2021). Bridging the Attitude-Behavior Gap: A case study for how an FMCG company may decrease the attitude-behavior gap. *diva-portal.org*. <https://www.diva-portal.org/smash/record.jsf?pid=diva2:1577080>
- Wath, M. (2020). Factors Influencing Purchase of FMCG by Customers in Jalgaon District. *International Journal of Research in Engineering, IT and Social Sciences*, 13-16.