



“A Study On Pre And Post Purchase Behavior Of The Consumers Of Fmcg Products”

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Abstract: The need for this research is two fold. First, it will add to the existing knowledge on consumer behavior, particularly in the FMCG industry. The resulting insights will help marketers develop effective strategies to improve products, increase market share, and build long-term relationships with customers. Second, the findings will help FMCG companies design and implement intervention plans to influence consumer decision-making at the pre-purchase and post-purchase stages. In conclusion, it is very important to understand the behavior of consumers before and after purchasing FMCG products for fast moving consumer goods companies to be successful in the competitive market. This research project focuses on the overall analysis of factors affecting consumer behavior in the pre-purchase and post-purchase stages. By understanding customer preferences, motivations and satisfaction, marketers can develop strategies to meet customer needs and increase brand loyalty. The findings of this research will contribute to theoretical and practical knowledge in the functioning of FMCG and provide important guidance to marketers and business professionals.

KEYWORDS: Consumer preferences, Brand loyalty, Market research Consumer psychology Product perception, Buying process.

INTRODUCTION

Consumer behavior before or after purchase plays an important role in the success of FMCG products. Before making a purchase, consumers go through a decision-making process influenced by many factors. In the pre-purchase phase, consumers perform information gathering, product evaluation, and comparison shopping. In the pre-purchase period, consumers differ according to their needs, wishes and preferences. They can find information from many sources, such as online reviews, friend and family referrals, or social media. This information seeking behavior stems from the need for product knowledge, quality assurance and value for money. Consumers are also involved in evaluating products by considering factors such as price, reputation, packaging, and perceived benefits. They evaluate whether specific FMCG products meet their specific needs and are compatible with their values and lifestyle choices. These measures are often influenced by other factors such as social and cultural factors, peer pressure, and social interactions. When making a

purchase decision, the customer's behavior changes during the post-purchase phase. This stage is important because it determines future customer behavior and perceptions of products and brands. Consumers may or may not be satisfied with their expectations compared to the actual product. The FMCG sector covers a wide range of consumer goods such as food, beverage, personal care products and household goods. These items are characterized by fast turnaround, low cost and frequently purchased models. In this context, consumer behavior is influenced by many factors such as personal preferences, social influences, business practices and business loyalty.

REVIEW OF LITERATURE

Several research papers were identified relating to cause marketing. But, there was a gap in research with regard to the pre and post purchase behavior of the consumers of FMCG. Yet, the following reviews were made in this regard:

Gray (2004) Investigated the factors influencing consumer decision-making regarding FMCG products, including price sensitivity, product attributes, and brand loyalty.

Singh (2007) Examined the impact of brand on consumer behavior and purchase decision in the FMCG sector. Explored the role of packaging elements in influencing consumer preferences and post purchase satisfaction.

Oliver (2014) Suggests that consumer satisfaction plays a vital role in post-purchase behavior. Satisfied customers are more likely to become loyal to a brand and make repeat purchases. Customer loyalty is influenced by factors such as product quality, customer service, and overall brand experience.

OBJECTIVES OF THE STUDY

- To Examine the factors that influence consumers' decisions before purchasing FMCG products.
- To Assess the level of brand awareness among consumers in the FMCG sector.
- To Identify the sources of information that consumers rely on when making pre-purchase decisions
- To Determine the extent to which consumers exhibit loyalty to specific FMCG brands after their initial purchase.

RESEARCH METHODOLOGY

This research follows a Descriptive and Empirical Research Design. It uses both primary and secondary data. Primary data is collected from respondents using structured questionnaires. The quota and convenience Sampling techniques are used to collect primary data from the respondents. This study collected responses from 50 consumers in Tumkur Urban District

who belonged to the different age groups. The dependent variable used in the study was the FMCG products and Pre and Post purchasing behavior was the independent variable. The study of pre and post purchasing behavior were measured using a Likert-type scale. Further, the collected data are analyzed using Correlation regression and the Chi-square test

HYPOTHESES:

H₀1: There is no significant difference in brand awareness among consumers for various FMCG brands in the market.

H₁1: There is a significant difference in brand awareness among consumers for various FMCG brands in the market.

DATA ANALYSIS AND INTERPRETATION

Based on the results of the questionnaires a complete summary of data analysis is as below

Table 1: Table showing the number of respondents factors influencing on buying decision

Particulars	No. of Respondents	Percentage
Price	12	24%
Brand reputation	10	20%
Packaging	4	8%
Product reviews	9	18%
Ingredient quality	8	16%
Promotional offers	2	4%
Convenience	3	6%
Others	2	4%
Total	50	100%

Table 2: Graph showing the number of respondents factors influencing on buying decision

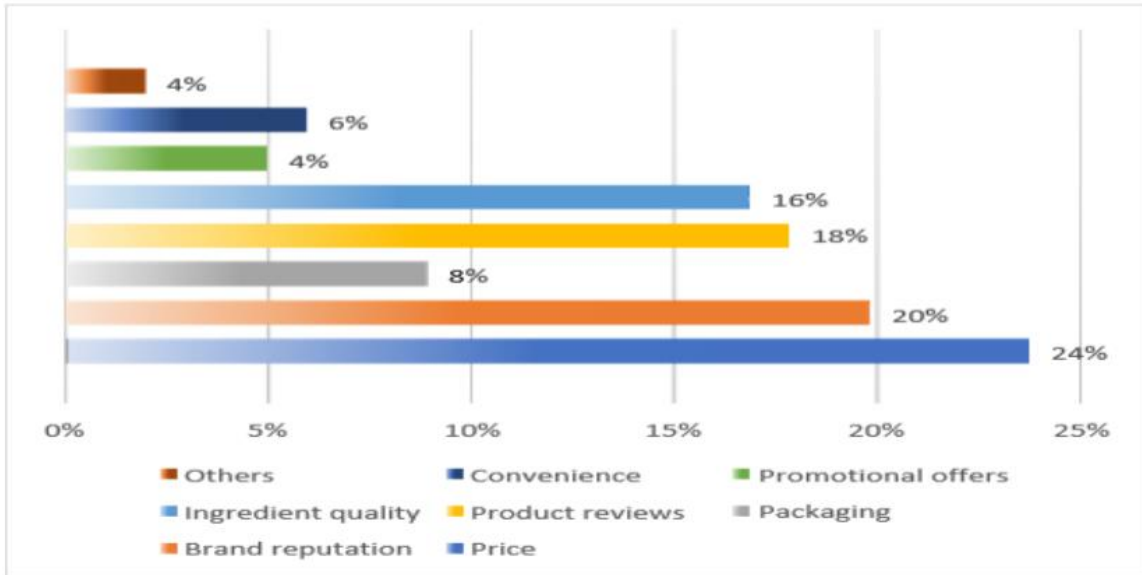


Table 2: Table showing the number of respondents towards their brand awareness among consumers for various FMCG brands in the market. (Observed Values - O_i)

Brand	Number of Respondents Aware
ITC Ltd.	12
Hindustan Unilever Ltd.	22
Amul	12
Total	50

Source: Derived from Questionnaire

Table 2: Table showing Expected Values for the observed values (E_i)

Brand	Number of Respondents Aware
ITC Ltd.	12
Hindustan Unilever Ltd.	22

Amul	12
Total	50

Source: Researcher's Calculation based on Observed Values

FINDINGS

Consumers perceive a need or want for a specific FMCG product, which is caused by circumstances such as depletion of existing supply, personal preferences, or external forces. Consumers get knowledge about FMCG products from a variety of sources, including web research, word-of-mouth, advertising, and product reviews. Consumers assess different FMCG items based on variables such as price, quality, brand reputation, convenience, and personal preferences. Purchase choice: Consumers make a purchase decision based on considerations such as affordability, availability, and perceived value.

- The study was designed for a younger audience, with a higher proportion of respondents aged 18-24 and 25-30, showing an emphasis on understanding the tastes and behaviors of younger consumers.
- Male respondents outnumber female respondents, indicating a probable gender imbalance in the examined population or greater male participation in the study or survey.
- The bulk of respondents are from cities, with lesser numbers from semi-urban and rural areas, indicating that urban consumers are overrepresented in the survey or study.
- The majority of respondents have post-graduate education, showing that those with advanced degrees are overrepresented in the studied population.
- Respondents with lower income levels are overrepresented in the questioned population, with the majority earning between 0 and 3 lakh rupees per year.
- Food and beverages are the most popular FMCG products among respondents, followed by personal care and domestic cleaning products.
- The most influential aspect in purchasing decisions is price, which is followed by brand reputation and product reviews.
- Respondents' preferred shopping destinations are convenience stores, followed by hypermarkets and supermarkets.
- The majority of respondents consider brand loyalty to be very significant in their purchasing decisions.
- The majority of respondents always compare the prices of FMCG products.
- The majority rating it as neutral for trying new FMCG products based on friends or family recommendations.

- In terms of shopping preferences, the majority of respondents prefer to shop in-store, with a preference for both online and in-store alternatives following.
- The frequency with which respondents engage in switching brands for FMCG, with occasional engagement being the most prevalent response.
- Promotions and discounts, appealing packaging, and current personal desire/need are all major variables in influencing purchasing decisions.
- The majority respondents are likely to repurchase the same FMCG products.
- Respondents' participation in seeking refunds, with occasional engagement being the most prevalent response.

SUGGESTIONS

Improve brand reputation: Businesses should invest in developing a strong brand image and reputation in order to influence consumer decisions. This can be accomplished by maintaining constant product quality, implementing effective marketing initiatives, and providing great customer experiences.

Priorities product quality: To achieve consumer happiness, FMCG firms should prioritize maintaining and increasing product quality. Meeting consumer expectations can be aided by regular quality control methods and constant product innovation.

Provide competitive pricing: Price is a major component affecting consumer decisions. FMCG firms should seek to offer competitive pricing strategies that correlate with perceived value for money, ensuring that their products are easily available and appealing to consumers.

Improve post-purchase communication: Engaging consumers and addressing their problems requires effective post-purchase communication. Companies should give timely and relevant product information, provide post-purchase support, and solicit feedback to improve the entire customer experience.

Improve customer service: Responsive and efficient customer service can have a big impact on consumer satisfaction. FMCG companies should invest in training their customer service employees so that they can address client inquiries and complaints quickly and effectively.

Encourage favorable internet reviews: Consumer decisions are influenced by online reviews and suggestions. Companies should encourage pleased customers to submit positive reviews and testimonials in order to attract new consumers by using the power of social proof.

Leverage social media and influencers: Engaging with consumers via social media platforms and cooperating with influencers can assist FMCG companies in reaching a larger audience and increasing sales.

Encourage customer loyalty Programme: Customer loyalty programs can encourage repeat purchases and enhance brand loyalty. Long-term connections can be fostered by rewarding loyal consumers with unique offers, discounts, and personalized experiences.

Monitor and respond to consumer feedback: FMCG firms may find areas for improvement and handle customer complaints more quickly by actively monitoring consumer feedback, both online and offline. This indicates a dedication to customer pleasure and aids in the development of trust.

Conduct market research: FMCG companies should conduct market research on a regular basis to stay current on changing consumer tastes, market trends, and the competitive landscape. This data can be used to inform product development, marketing strategy, and overall business decisions.

FMCG companies may effectively negotiate customer behavior dynamics, establish brand loyalty, and drive business growth by applying these tips.

CONCLUSION

Finally, analyzing customer behavior before and after purchasing FMCG products provides significant insights into the decision-making process and the impact of product experience on consumer happiness. Several critical aspects that influence customer behavior in this environment are highlighted by the findings. To begin, the study finds that pre-purchase factors such as brand reputation, price, and product features have a considerable impact on buyer preferences. Consumers see price and brand reputation are important components in their purchasing decisions, emphasizing the need of developing great brand equity and trust.

Second, the study demonstrates that post-purchase aspects, including product quality and performance, have a considerable impact on consumer satisfaction and repurchase intentions. Positive product experiences boost satisfaction, which increases the possibility of repeat purchases. Furthermore, the findings imply that perceived value for money is directly related to consumer satisfaction. Consumers look for products that provide a good mix of price and quality, and they are more inclined to repurchase products that they believe provide good value.

Furthermore, the study emphasizes the need for excellent post-purchase contact and customer care. Communication that is timely and informative, as well as

prompt customer care, can improve consumer satisfaction and encourage long-term loyalty.

The study also shows the impact of external influences on customer decision-making, such as peer recommendations and internet reviews. Before making a purchase decision, consumers frequently seek social validation and information from their social networks and internet platforms. It is crucial to emphasize, however, that the study had several limitations. The sample was predominantly made up of younger people, so the findings may not be totally typical of the general population. Furthermore, the study concentrated on a single FMCG product category, hence the findings may not be applicable to other product categories.

To summarize, understanding consumer behavior before and after purchasing FMCG items is critical for businesses in order to design efficient marketing strategies and improve customer happiness.

Companies may optimize their offers and generate pleasant consumer experiences that contribute to long-term loyalty and business growth by examining aspects such as brand reputation, product quality, perceived value and post-purchase assistance.

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