A Study of Customer Buying Behavior Toward Selected FMCG Products During Covid-19 Pandemic with Reference To Coimbatore

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Abstract- *The main objective of the article was to explore the buying behavior of customer or consumer consequence of Novel Coronavirus (Covid-19) on the FMCG products in Coimbatore. It started with general introduction to the research, objectives, statement of the problem and purpose of the study. This was followed by comprehensive literature review of buying behavior on FMCG products with reference to Coimbatore. The researcher made use of the survey design to gather necessary information. Simple random sampling was used to select a sample of the population. Through the research methodology involving collection of data from a sample of residents of Coimbatore, the researcher applied self-administered questionnaire to obtain primary data through the means of Google form and analyze.*

Keywords- Buying behavior, FMCG Products, COVID-19 and CI

I. INTRODUCTION

A significant contributor to all consumer and customer is the Fast Moving Consumer Goods (FMCG). All segments of people, regardless of social status, income segment, age group, etc., consume such items every day. Example of the FMCG products are food, snacks, beverages, toiletries, personal care, home care, personal products and OTC products. Every individual house leader and members spends mostly on FMCG products on day or week or monthly basis. Because of some reason, it has been observed that consumer behavior is changed between this lockdown due to various reason. Most of the customer are influenced by Brand, Price and

Quality of FMCG products during COVID-19 Pandemic. Due to increasing COVID-19 cases online shopping on FMCG Products were increased may also affects buying behavior of FMCG products.

Objectives of the study:

- To study which consumer goods mostly used by customer on various FMCG product categories.
- To ensure safety of its product and operation for the environment.
- To understand psychological influences that may affect the consumer buying decision.
- To analyze impact of brand name on customer purchase decision.

Statement of the problem:

There are emerging signs of the negative impact of COVID-19 on the goods, including difficulties in rising price, qualities, price, mode of buying and Government decisions. What are the attitude and buying behavior of consumer toward FMCG products like food, home, personal and OTC products during lockdown?. Based on this background the researcher wants to study on buying behavior of FMCG products during COVID-19.

II. REVIEW OF LITERATURE

- **Kalpana. R (2017a)** study was effort to unravel the consciousness, attitude and awareness about price of consumer buying behavior. Based on the findings of confirmatory factor analysis, Prestige Sensitivity(PS), Price Quality Schema(PQS), Local Retailer Shop Loyalty(LRSL), Value consciousness(VC), Price consciousness(PC), Coupon proneness(CP), Sales proneness(SP) are factors for buying behavior of consumer, the researcher concluded from the study, Prestige Sensitivity(PS), Price Quality Schema(PQS), Local Retailer Shop Loyalty(LRSL), Value Consciousness(VC), Price consciousness(PC), Coupon Proneness(CP), Sales Proneness(SP) are factors for buying behavior of consumer and these factors highly influenced on consumer buying behavior.

- **Kalpana. R (2017)** concluded that prestige sensitivity, Price quality schema, Value consciousness. Sale proneness, Coupon proneness are acting significant role to take a decision of buying behavior of consumer in the economic point view.
- **Kalpana . R(2016)** stated that Prestige sensitivity, Price quality schema, Value consciousness, Sale proneness, Coupon proneness are factor of price consciousness. These factors are inter-correlated with them and price consciousness. Based on the findings, family size influenced the Price consciousness. From the study, the researcher found that there is a family size impact the consumer buying behavior on household fabrics care.
- **Aggarwal (2014)** suggested that Consumer Behavior Research is the scientific study of the processes used by consumer to select, secure, use and dispose of products and services that meet their needs.
- **Kim and Sund (2009)** conducted a study to demonstrate the participation of the purchase decision as a multidimensional installation consisting of four low-level designs. For example, cognitive versus emotional participation and product-versus-brand participation among 688 university students. The result showed that four structures can be drawn separately on a two dimensional surface.

III. RESEARCH OF METHODLOGY

- **Research Area:**

The study was carried out in Coimbatore City, Tamil Nadu. Area of the study refers to the Coimbatore city in which is the Manchester of south India. Coimbatore city is one of the top ten fastest growing cities in India and the second largest city in Tamil Nadu.

- **Sampling Method:**

Convenience Sampling is the method used to collect the data from the respondents by Questionnaire. The study uses only primary data. For the purpose of collection of data. The questionnaire has been prepared and data were collected form the Coimbatore City.

- **Sampling Size:**

Sampling size taken in this is 103 respondents.

Limitation of study:

- The analyze the Behavior of the Customers towards online shopping.
- The respondent for the research are 103 only.
- The findings of the study are applicable to the customer only in the selected study areas and cannot be generalized for other areas.

Tools used for analysis:

- Percentage Analysis

IV. PERCENTAGE ANALYSIS

Gender

S.no	Gender	No. of Respondents	Percentage
1	Male	66	64.1%
2	Female	37	35.9%
	Total	103	100%

Source: Primary data

Interpretation: From the analysis, it shows that 64.1% respondents are male, 35.9% respondents are female, thus the majority of respondents are male.

Marital Status

S.no	Marital status	No. of Respondents	Percentage
1	Married	09	8.7%
2	Unmarried	94	91.3%
	Total	103	100%

Source: Primary data

Interpretation: From the analysis, it shows that 8.7% respondents are married, 91.3% respondents are unmarried, thus the majority of are unmarried.

Monthly income

S.no	Monthly income	No. of Respondents	Percentage
1	Less than 20,000	34	33%
2	20,000-50,000	13	12.6%
3	50,000-1,00,000	5	4.9%
4	None of the above	51	49.5%
	Total	103	100%

Source: Primary data

Interpretation: From the analysis, it shows that 33% of respondents are less than 20,000, 12.6% of respondents are 20,000-50,000, 4.9% of respondents are 50,000-1,00,000,

49.5% of respondents are none of the above, thus the majority of respondents are none of the above.

My lockdown culture affect my buying behavior during COVID-19 Pandemic

S.no	My lockdown culture affect my buying behavior during COVID-19 Pandemic	No. of Respondents	Percentage
1	Strongly Agree	25	24.5%
2	Agree	38	37.3%
3	Neutral	36	34.3%
4	Disagree	4	3.9%
5	Strongly Disagree	0	0%
	Total	103	100%

Source: Primary data

Interpretation: From the analysis, it shows that 24.5% of respondents are strongly agree, 37.3% of respondents are agree. 34.3% of respondents are neutral, 3.9% of respondents are disagree,0% of respondents are strongly disagree, thus the majority of respondents are agree.

I consider my financial condition during COVID-19 Pandemic

S.no	I consider my financial condition during COVID-19 Pandemic	No. of Respondents	Percentage
1	Strongly Agree	24	23.5%
2	Agree	46	45.1%
3	Neutral	29	27.5%
4	Disagree	2	2%
5	Strongly Disagree	2	2%
	Total	103	100%

Source: Primary data

Interpretation: From the analysis, it shows that 23.5%of respondents are strongly agree, 45.1% of respondents are agree, 27.5%of respondents are neutral, 2%of respondents are disagree, 2% of respondents are strongly disagree, thus the majority of respondents are agree.

Influence of Brand name on purchase decision during COVID-19 Pandemic

S.no	Influence of Brand name on purchase decision during COVID-19 Pandemic	No. of Respondents	Percentage
1	Strongly Agree	10	9.8%
2	Agree	48	47.1%
3	Neutral	35	33.3%
4	Disagree	8	7.8%
5	Strongly Disagree	2	2%
	Total	103	100%

Source: Primary data

Interpretation: From the analysis, it shows that 9.8% of respondents are strongly agree, 47.1% of respondents are agree, 33.3% of respondents are neutral, 7.8% of respondents are disagree, 2% of respondents are strongly disagree, thus the majority of respondents are agree.

Influence of Price on purchase decision

S.no	Influence of Price on purchase decision during COVID-19 Pandemic	No. of Respondents	Percentage
1	Strongly Agree	22	20.6%
2	Agree	47	46.1%
3	Neutral	29	28.4%
4	Disagree	4	3.9%
5	Strongly Disagree	1	1%
	Total	103	100%

Source: Primary data

Interpretation: From the analysis, it shows that 20.6% of respondents are strongly agree, 46.1% of respondents are agree, 28.4% of respondents are neutral, 3.9% of respondents are disagree,1% of respondents are strongly disagree, thus the majority of respondents are agree.

Influence of quality on purchase decision during COVID-19 Pandemic

S.no	Influence of quality on purchase decision during COVID-19 Pandemic	No. of Respondents	Percentage
1	Strongly Agree	26	25.5%
2	Agree	38	37.3%
3	Neutral	30	29.4%
4	Disagree	7	6.9%
5	Strongly Disagree	1	1%
	Total	103	100%

Source: Primary data

Interpretation: From the analysis, it shows that 25.5% of respondents are strongly agree, 37.3% of respondents are agree, 29.4% of respondents are neutral, 6.9% of respondents are disagree,1% of respondents are strongly disagree, thus the majority of respondents are agree.

Influence of product features on purchase decision during COVID-19 Pandemic

S.no	Influence of product features on purchase decision during COVID-19 Pandemic	No. of Respondents	Percentage
1	Strongly Agree	19	18.6%
2	Agree	49	48%
3	Neutral	25	24.5%
4	Disagree	9	8.8%
5	Strongly Disagree	1	1%
	Total	103	100%

Source: Primary data

Interpretation: From the analysis, it shows that 18.6% of respondents are strongly agree, 48% of respondents are agree, 24.5% of respondents are neutral, 8.8% of respondents are disagree,1% of respondents are strongly disagree, thus the majority of respondents are agree.

My lockdown situation determines the things I buy.

S.no	My lockdown situation determines the things I buy.	No. of Respondents	Percentage
1	Strongly Agree	26	25.5%
2	Agree	39	38.2%
3	Neutral	24	23.5%
4	Disagree	11	9.8%
5	Strongly Disagree	3	2.9%
	Total	103	100%

Source: Primary data

Interpretation: From the analysis, it shows that 25.5% of respondents are strongly agree, 38.2% of respondents are agree, 23.5% of respondents are neutral, 9.8% of respondents are disagree,2.9% of respondents are strongly disagree, thus the majority of respondents are agree.

My family are the most influential people that affect my buying behavior during COVID-19 Pandemic

S.no	My family are the most influential people that affect my buying behavior during COVID-19 Pandemic	No. of Respondents	Percentage
1	Strongly Agree	19	18.6%
2	Agree	40	39.2%
3	Neutral	27	25.5%
4	Disagree	15	14.7%
5	Strongly Disagree	2	2%
	Total	103	100%

Source: Primary data

Interpretation: From the analysis, it shows that 18.6% of respondents are strongly agree, 39.2% of respondents are agree, 25.5% of respondents are neutral, 14.7% of respondents are disagree, 2% of respondents are strongly disagree, thus the majority of respondents are agree.

The reason for the delay between buying behavior during COVID-19 Pandemic

S.no	What was the reason for the delay between purchase decision during COVID-19 Pandemic	No. of Respondents	Percentage
1	Waiting for lockdown restrictions	40	39.2%
2	Financial Constraints	46	44.1%
3	Salary Problem	8	7.8%
4	Family Situation	9	8.8%
	Total	103	100%

Source: Primary data

Interpretation: From the analysis, it shows that 39.2% of respondents are waiting for lockdown restrictions, 44.1% of respondents are financial constraints, 7.8% of respondents are salary problem, 8.8% of respondents are family situation. Thus, the majority of the respondents are financial constraints.

I use online networking sites to buy FMCG products during COVID-19 Pandemic

S.no	I use online networking sites to buy products during COVID-19 Pandemic	No. of Respondents	Percentage
1	Strongly Agree	13	12.7%
2	Agree	46	45.1%
3	Neutral	36	33.3%
4	Disagree	5	4.9%
5	Strongly Disagree	4	3.9%
	Total	103	100%

Source: Primary data

Interpretation: From the analysis, it shows that 12.7% of respondents are strongly agree, 45.1% of respondents are agree, 33.3% of respondents are neutral, 4.9% of respondents are disagree, 3.9% of respondents are strongly disagree, thus the majority of respondents are agree.

V. FINDINGS

- 8.7% of respondents are married.
- 49.5% of respondents monthly income is none of the above
- Majority of the respondents agree that my lockdown culture affect my buying behavior during Covid-19 Pandemic.
- Majority of the respondents agree that I consider my financial condition during lockdown period.
- Majority of the respondents agree that influence of brand name affects their buying behavior during Covid-19 Pandemic.
- Majority of the respondents agree that I use online networking sites to buy FMCG products.
- 9.8% respondents disagree that my lockdown situation determines the thing I buy
- 44.1% respondents agree that financial constraint was the reason for the delay between purchase decision during Covid-19 Pandemic.
- Majority of the respondents agree that Food Products (69.6%) (Drinks product, Cookies, Beverages, etc.) influenced highly during Covid-19 pandemic than the other FMCG products.
- 47.1% respondents are Personal Products (Soap, Shampoo, Skincare cosmetics, etc.)
- 52.9% respondents are Home Care Products (Sanitizer, Toiletries, Home Insecticide, etc.)
- 19.6% respondents are OTC Products (VIX Products, Pain Balm, etc.)

VI. SUGGESTION

In the above mentioned study states that FMCG goods are not easily accessible during COVID-19 Pandemic, so necessary action has to be taken to access the FMCG products easily**.** Various remedies have been designed for the tackling the supply of FMCG products by the FMCG industry.

VII. CONCLUSION

Today the digital revolution of the market allows greater customization of product. The research paper presents an assessment of Covid-19 implication on buying behavior with reference to the specific case of Coimbatore in Tamil Nadu. The purpose of the study is to understand psychological of this case. The FMCG Company has to create an enabling environment and tackle number of issue for the FMCG products to truly reach its potential during Covid-19. The above study states that positive and negative signature on the FMCG products. The frequency of needs satisfaction in this study is very instructive. Buying behavior of many questions varies many consumer to alternate the current needs of them form the basic needs. Result of the study is Covid-19 changes the perspective mind and living standard of the people.

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