

# Consumers Awareness on Labelling Fact of FMCG Products

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**Abstract-** Food labels present a set of vital information such as date of expiry, nutritional data to the consumers which influence their purchasing. The present study was conducted to assess the awareness on food labels and the effect of the level of awareness on the buying behaviour of the consumers. The main objective of the analysis is to identify the consumer awareness on labelling fact of FMCG products. The study was conducted in Coimbatore city with sample size of 141 respondents through random sampling method. The method used for this study is Simple percentage analysis Method

2. To know the factors affecting the customer satisfaction level.

## SCOPE OF STUDY:

The scope of this survey is to understand the people's knowledge in interpreting the labelling fact of FMCG products and if they are applying the same during making purchases. The insight will help the manufacturers to adopt new strategies which would help not only to attract new customer but also the maintain the loyalty of the existing customer as in the present competitive scenario the consumer.

## I. INTRODUCTION

### FMCG PRODUCTS

FMCG stands for Fast-Moving Consumer Goods which are also known as consumer packed goods (CPD). These goods refer to the products that are sold quickly and generally non-durable.

### LABELLING

Labelling is a part of branding and enables product identification. It is a printed information that is bonded to the product for recognition and provides detailed information about the product. Customers make the decision easily at the point of purchase seeing the labelling of the product.

### STATEMENT OF THE PROBLEM:

In a competitive world there are problems in marketing of goods. Some problems can be solved, but many problems may not be solved. India is a developing country. So, most of the people are living in rural area. It identified that there is a need for research work in the field of consumer behaviour of FMCG in the area of Coimbatore district of Tamil Nadu.

### OBJECTIVES OF THE STUDY:

1. To study on consumer awareness on labelling fact of FMCG products with special reference to Coimbatore city.

## II. REVIEW OF LITERATURE

- **Agarwal (2014)** suggested that consumer behavior research is the scientific investigations of the process's consumers use to select, secure, utilize and dispose of products and services that fulfil their needs. Firms can satisfy those requirements only to the extent they comprehend their customers. The main objective of this article was to study the demographic differences in the consumers buying behavior of people living in Madhya Pradesh and when they purchase FMCG products.
- **Garga, et.al, (2009)** done the one study among the 300 rural consumers in three districts of Punjab found that, rural consumers want to purchase the goods in small packets at lower price. They need the more products at reasonable price, in other words value for money. He likewise clarifies the significance of promotional tools in rural areas. He proposed that FMCG companies must enter and tap the rural market in phase manner.

## III. METHODOLOGY USED IN THIS STUDY

### RESEARCH DESIGN:

A research design is the arrangement of condition for assortment and inquiry of data in a manner that aims to combine relevance to the research problem with economies in a procedure. I have used descriptive research design for my research. Descriptive research includes surveys and fact findings enquiries of different kinds.

**DATA COLLECTION:**

Both primary and secondary data was collected for this study.

**PRIMARY DATA:**

The primary data are those which are collected fresh for the first time and thus happen to be original in character. In other words, it is obtained by design to fulfil the data are original in aspect and are also generated in a large number of surveys conducted mostly by government and also by institution and research bodies. The primary data was collected through questionnaire in order to collect first-hand information

**SECONDARY DATA:**

The Secondary data are those which have already been collected for some purpose other than the problem in hand and passed through the statistical process.

**AREA OF THE STUDY:**

The study has been conducted in Coimbatore.

**SAMPLING TECHNIQUES:**

Sample technique refers to the approach or procedure that would adopt in selecting items for the sample. I have used convenient sampling for my research. Convenient sampling is used to choose the fraction of population, which has to be investigated according to his/her own convenience.

**SAMPLE SIZE:**

Sample size refers to the number of respondents. To get a clear view I have conducted my study on 141 respondents.

**STATISTICAL TOOLS:**

Percentage analysis is used as tool for this study.

**TOOLS FOR ANALYSIS:**

The collected data will be analysed and interpreted properly to find the result of the research work. Further to know the association between two variables in deciding the particular issues statistical tools are used.

- **Simple Percentage Analysis Method.**

**LIMITATIONS OF THE STUDY:**

The study on consumers awareness on labelling fact of FMCG product with a reference of 141 respondents.

- The results and findings are confined to a limited area only to Coimbatore city.
- The opinions of the respondents may be biased.
- A lot of explanatory question were avoided for the case of the respondents.
- The finding of the study can be applicable to the period in which it has been done.

**TABLE: SIMPLE PERCENTAGE ANALYSIS**

Factors	Particulars	No. of Respondents	Percentage
Gender	Male	63	44.7
	Female	77	54.6
	Prefer not to say	01	0.8
Age	Below 18	10	7.1
	Age 19- 22	111	78.7
	Age 22 - 25	13	9.2
	Above 26	07	5
Occupation	Students	117	83
	Employee	16	11.3
	Business	3	2.1
	Profession	3	2.1
	Others	2	1.5
Store you prefer to make purchase	Department store	62	44
	Supermarket	33	23.4
	Retail stores	23	16.3
	Whole sale stores	23	16.3
	Rs.101 -200	22	15.6
	Rs.201 - 300	40	28.4
	Above Rs.300	59	41.8
Showing the various scheme in the FMCG product	Yes	92	65.2
	No	49	34.8
Satisfied with the information provided in the label	Highly Satisfied	34	24.1
	Satisfied	90	63.8
	Unsatisfied	15	10.6
	Highly Satisfied	2	1.5

**INTERPRETATION**

This study reveals that Majority **53.8%** of the respondents are Female. Majority **96.2%** of respondent are

from the age group from 18 - 22 years. Majority **96.9%** of the respondents are Students. Majority **65.4%** of respondents spending Rs.200 - Rs.400 on perfumes. Majority **56.2%** of respondents on Modern brands of perfume. Majority **39.2%** of respondents are using two types of perfume. Majority **30.1%** of respondents are using the floral fragrance. Majority **40.8%** of respondents are using for special occasions. Majority **57.4%** of respondents are using Yardley perfume for its Fragrance.

#### IV. FINDINGS

- Majority **53.8%** of the respondents are Female.
- Majority **96.2%** of respondent are from the age group from 18 - 22 years.
- Majority **96.9%** of the respondents are Students.
- Majority **65.4%** of respondents spending Rs.200 - Rs.400 on perfumes. Majority **56.2%** of respondents on Modern brands of perfume.
- Majority **39.2%** of respondents are using two types of perfume.
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#### V. SUGGESTIONS

- Companies can conduct market research to gain insights into customer preferences, trends, and competition. This information can help the company identify areas for improvement and develop new products that better meet customer needs.
- Companies can improve the quality of their products by using better materials, enhancing the production process, and ensuring that all products meet high standards of quality.
- Companies can invest in better packaging that is more visually appealing and protects the product from damage during shipping and handling

#### VI. CONCLUSION

The project entitled "Perception and satisfaction towards Yardley Perfume brand with special reference to Coimbatore city" has helped in studying the various aspects of consumer behavior especially towards Perfumes. The study also helped in understanding and analyzing customer satisfaction about services and products offered to customers.

Every company in the cosmetic and personal care industry is trying to cover more market share than the other. So the company must be more alert in providing high quality service and awareness to customers. Yardley is one of the most preferred brands by majority of the customers.

#### REFERENCES

- [1] "Yardley: A Personal History of a Classic English Brand" by Fiona Sinclair and Richard Edgcumbe. This book offers a comprehensive history of the Yardley brand and includes information on their perfumes and fragrances.
- [2] Proposition of the 3-block Perfume Exhibition Model José Vicente Cândido, Pedro António Ferreira Perfumes are part of our daily life. They can be a possible way to express our beauty or they can bring to life some memories or they can be simply hygienically accessories.
- [3] [yardleyoflondon.com](http://yardleyoflondon.com)
- [4] [https://en.wikipedia.org/wiki/Yardley\\_London](https://en.wikipedia.org/wiki/Yardley_London)
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