A study on problems faced by respondents towards media influence in their purchase decision of FMCGs and their impact in Tirunelveli District

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ABSTRACT

This article provides inputs for a clear understanding of the consumer mindset towards FMCGs. Product focuses on problems faced by respondents towards media influence in their purchase decision on FMCGs and their impact. The report is initiated with the definition of the objectives followed by research methodology used along with research design. Sample size and the data collection procedure Primary goal of this report is to identify "problems faced by respondents towards media influence in their purchase decision of FMCGs and their impact" Finally this Research study reveals the Media has considerable influence in Rural respondents. In general media has a tremendous impact in sustaining the social fabric of social life. The effectiveness of rural marketing communication to a large extent is influenced by the media.

INTRODUCTION

The media is instrumental in during the way we think and what one's place is in the society. It has an impact on how issues are interpreted and evaluated. The term media is defined as a means of communication that operates on a large scale, reaching and involving virtually everyone in the society to a greater or lesser degree. A medium is called mass media when it reaches above 50 million people. Thus it essentially means dissemination of information, idea and entertainment by the communication media.

Media audiences have different individual backgrounds, intelligence, interests and attitudes, which invariably influence their perceptions and interpretations about the incoming message and, therefore, the impact varies. Media have enabled people to have access to different sources of information and facilitated the people to see different people and their way of life, thus creating better ideas and perceptions about the world. The media on the one hand document endangered species, vanishing cultural heritage and life styles and activities of the past and on the others hand, have also influenced people to accept global culture and values. In India, the mass media primarily refer to the radio, the newspapers, cinema hall, print, television and the internet. The spread of mass media is impressive where in the initial stage, the spread of mass media and related technology were confined largely to the urban areas and now, this has engulfed the whole society. The communication networks have reached

even the remote rural areas of the country. These are the main media disseminating information and serving as sources of entertainment.

Fast moving consumer goods (FMCGs) also known as consumer packaged goods (CPG) are products that have a quick turnover, and relatively low cost. They are not sold loose or by weight, do not take up too much space, are not messy to handle and have high consumer demand. Consumers, generally, put less thought into the purchase of FMCGs than other products. The absolute profit made on a FMCG product is less; however, they are generally sold in high numbers. Hence, profit in FMCGs generally sold in high number of goods sold, rather than the profit made per item. The main segments can be classified as Personal Care (Oral care, hair care, soups, cosmetics and toiletries). House hold care (Fabric wash and house hold cleanness), Branded and Packaged Food and Tobacco[1]. This research report deals with FMCGs food items only.

STATEMENT OF THE PROBLEM

The last century has witnessed a tremendous development of mass media. From the emergence of newspaper, the mass media including radio, television, and internet and so on have flourished for a considerable long period and penetrated into people's daily life. Advertising is the non personal communication of information, usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media. Therefore most fast moving consumer's goods spend a large amount of money on media advertising in order to attract the prospective buyers. However, how effectiveness the media advertising (influence) to the decision of purchases is based on the context and the medium that the seller chosen. This research study, analyses the media Sharif Memon,[2] in his research on "International Brands and the Indian Consumer: A Study of Critical Success Factors with Special Focus on Select FMCG Brands", (2011), reveals research that the FMCG product category in India has been witnessing a severe competition as in the US markets. Influential elements on the purchase decision of FMCGs among the people of Tirunelveli District.

OBJECTIVES

1. To assess and analyses the problems faced by respondents towards media influence in their purchase decision of FMCGs and their impact and
2. To offer valuable suggestions and recommendations to overcome the problems of media and purchase decision.

REVIEW

NileshNeelmani,[3] in "Consumer Attitude Towards FMCGs: A Comparative Study of Private Labels And National Brands", (2011), analysed the category- level variations, including quality perception of private labels, average price etc., and individual difference, perceptual such as the belief of a price- quality relationship, perceived deal frequency and familiarity with private labels.

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[1] AbhigyanBhattacharjee, Influence on FMCGs- A comparative study Among Rural and Urban Households on Their Product Purchase Decision, Indian Journal of marketing, Volume 41, Number 6., June 2011, PP 22-28.

Pongiannan, K.,[4] in a study entitled "Viewers' perception towards advertisements on TV media as a promotional strategy in the current marketing situation" found that the new millennium emerged with revolutionary advances in technology, which led to the dynamic growth in the use of TV and media which are for entertainment. The growth of these forms of mass communication by satellite television and the integration of telecommunication will increase the potential for advertisement. Hence, this research will help the advertisers, media owners, and marketers to develop their advertising strategies in TV media.

Ankita Mendiratta and Vinayak Mehta, [5] in a study entitled "Effectiveness of Media In mobilizing People towards Social Causes and Campaigns", (2011), found that using the mass media for social interventions has both strengths and weaknesses. The strength of the mass media, according to some, lies in helping to put issues on the public agenda, in reinforcing local efforts, in raising consciousness about health issues and in conveying simple information.

Ramesh Kumar,[6] in " Junk Food Advertisements With Free offer: Their Repercussions on The Minds of Children In The Age Group Of 3-10 Years" (2011), says there was strong evidence to conclude that television advertising influences children's food purchases and pressure is put on parents to make such purchases. There was more modest evidence for effects on children's response to food promotion, their consumption behavior, diet and health related outcomes.

METHODOLOGY

The study covers both primary and secondary data. The primary data were collected with the help of questionnaire. Secondary data collected from books, journal periodicals, E-journals and web-sites. The researcher has adopted multi state random sample. 660 respondents were selected for the research study. The collected data were analyzed through 'T' statistics and Regression analyses. The study was collected during the year 2016-2017.

RESULT AND ANALYSIS

The researcher found out the following results.

PROBLEMS TOWARDS MEDIA INFLUENCES ON PURCHASE DECISION OF FMCGs

Both urban and rural respondents face problems through media influences on purchase decision of FMCGs. The following are a few identified problems that are being faced by sample respondents vise price of FMCGs, quality of FMCGs, wrong decision by consumer, media influence, packaging, surroundings of respondents and risky factors.

Respondents' problems towards price of FMCGs

Price is a leading element in purchasing of any product; hence respondents are facing problems with the price of FMCGs.

In order to reveal the significant difference among the two groups of respondents regarding their problems towards price of FMCGs, the 'T' statistics has

been administered. The resultant mean scores of the factors and the respective 'T' statistics are presented in Table 1.

Table 1

Mean difference of the sample respondents' problems towards price of FMCGs

S.N	Variable	Mean score on sample Respondents		Mean difference	'T' Statistics
		Urban	Rural		
1	Higher price compared to regular food	4.4414	4.3211	0.12034	1.656**
2	Misleading pricing (Price per kg not printed)	3.9730	3.9083	0.06474	0.918 NS
3	Super market code of conduct	4.0721	3.7156	0.35648	4.418**
4	Reprised goods	3.5586	3.4404	0.11819	1.383 NS
5	Drip pricing (online booking price)	3.7117	3.6514	0.6034	0.640 NS

Source: Computed data

** 1 per cent significant

NS Non significant

It reveals that the urban and rural respondents have the same attitude towards 'higher price compared to regular food'.

Respondents' problems towards quality of product

The respondents' problems towards 'quality' are analyzed with the help of the mean scores of the five factors among the respondents. For this purpose the mean scores of the five factors are calculated from the score of the respective variables, among the two groups of respondents separately.

Table 2

Mean difference of the sample respondents' problems towards quality of product

S.N	Variable	Mean score on sample Respondents		Mean difference	'T' Statistics
		Urban	Rural		
1	Lower quality of products packed	4.1892	4.3028	0.11356	-1.412 NS
2	Quality standardization can be seen after purchasing of products	3.9369	3.7982	0.13877	1.989 *
3	No quality assurance	4.0180	3.6697	0.34829	4.466 **
4	No reliability of measurements of product	3.6847	3.5596	0.12505	1.425 NS
5	No credibility of value of ingredients	3.8108	3.6422	0.16861	1.877 NS

Source: Computed data

** 1 per cent significant

* 5 per cent significant

NS Non significant

Among the respondents' problem towards quality of product, 5 per cent significant and 1 per cent significant difference are identified.

Respondents' problems from wrong decisions

In order to reveal the significant difference among the two groups of respondents regarding their problems from wrong decisions, the 'T' statistics has been administered.

Table 3

The mean difference of the sample respondents' problems from wrong decisions

S.N	Variables	Mean score on sample Respondents		Mean difference	'T' Statistics
		Urban	Rural		
1	Cheated by dealers	4.0991	4.4128	0.31374	4.444**
2	Marketers not displayed unpacked products	3.7928	3.5596	0.23316	3.143 *
3	Advertisement leads to take quick decision because of offer price	3.8559	3.7706	0.08521	1.101 NS
4	Purchase decision without enquires adequate	3.7207	3.5321	0.18861	2.131 NS

Source: Computed data

* Significant at 1 per cent level

** Significant at 5 per cent level

NS Not significant

Respondents' problems related to media

The respondents' problems from media are analyzed with the help of the mean score of the six factors, among the respondents.

Table 4

Mean difference of the sample respondents problems' related to media

S.N	Variables	Mean score on sample respondents		Mean difference	'T' Statistics
		Urban	Rural		
1	Providing exaggerated information about product features	4.0811	4.2936	0.21250	2.696 **
2	Leads to unhealthy competition	3.8919	3.6881	0.20382	2.675 **
3	Difficult schemes of purchase	3.8649	3.8440	0.02083	0.254 NS
4	Difficult dealing pattern	3.4955	3.4954	0.00008	0.001 NS

| 5 | No systematic sales system | 3.5676 | 3.6514 | 0.08381 | 0.930 NS |
| 6 | Compulsion to purchased | 3.5586 | 3.4404 | 0.11819 | 1.293 NS |

Source: Computed data

**1 per cent significant level

NS Not significant

1 per cent significant difference is identified in 'media providing exaggerated information about product features' and leads to unhealthy competition'.

Respondent's problem towards packaging of FMCGs

For this purpose the mean scores of the five factors are calculated from the score of respective variables among the two groups of consumers separately.

Table 5

Mean difference of sample respondents' problems towards packaging of FMCGs

S.N	Variables	Mean score of the sample Respondents		Mean difference	'T' Statistics
		Urban	Rural		
1	Packaging misleads buyers	3.2162	2.8241	0.39214	4.466 **
2	Packing wrappers pollute environment	4.2342	4.1376	0.09664	1.109 NS
3	Attractive packing leads to impulse purchase	3.3964	3.3670	0.02942	0.371 NS
4	Unavailability of quality packaging	3.9910	3.5046	0.48640	6.152 **
5	Non- resalable containers	3.4505	3.1193	0.33118	3.463 *

Source: Computed data

* 1 per cent significant

* * 5 per cent significant

NS Not significant

Thus it is revealed that urban respondents facing more problem towards packaging of FMCGs than rural respondents.

Respondents' Problems towards consumer surroundings

'T' statistics has been administered. The resultant mean score of the factors and the respective 'T' statistics are presented in Table 6

Table 6

Mean difference of the sample respondents' problems

towards consumers' surroundings

S.N	Variables	Mean score of the Respondents		Mean difference	'T' Statistics
		Urban	Rural		

1	Friends and relatives	4.3874	4.5780	0.19059	0.879 NS
2	Social Status	3.7568	3.7528	0.00446	0.061 NS
3	Environmental condition	3.8559	3.7156	0.14026	1.775 NS
4	Prestigious issues	3.5315	3.2202	0.31135	3.417 *
5	Unavailability of normal goods	3.6757	3.1743	0.50136	5.506**
6	Necessity	3.7207	3.4587	0.26201	3.025*
7	Comfort and convenience	3.6847	3.3761	0.30854	3.562 **

Source: Computed data

** 1 per cent significant

* 5 per cent significant

NS Not significant

Among the seven variables, 'friends and relatives' has higher mean score among both the urban and rural respondents with mean scores 4.3874 and 4.5780 respectively.

Respondents' problems towards risky factors

The respondents' problems towards risky factors are analyzed with the help of the mean score of the five factors among the respondents. For this purpose the mean scores of the five factors are calculated from the score of the respective variables among the two groups of sample respondents separately.

Table 7

Mean difference of the sample respondents' problems towards risky factors

S. N	Variables	Mean score of the respondents		Mean difference	'T' Statistics
		Urban	Rural		
1	Ineffective distribution system	4.0360	4.1743	0.13828	1.872 NS
2	Adding more preservatives for freshness	3.7297	3.6422	0.08753	1.169 NS
3	High interest for credit facilities	3.4955	3.3853	0.11017	1.348 NS
4	Unavailability of preferred brand	3.2613	2.8440	0.41722	4.728 **
5	Pollute environment	2.8193	2.3486	0.47120	4.770 **

Source: Computed data

** 1 per cent significant

NS Not significant

Finally it reveals that both urban and rural respondents' score varies in fraction. So both urban and rural respondents' attitudes are the same towards risky factors.

IMPACT OF IMPORTANT PROBLEMS ON PURCHASE DECISION OF FMCGs

The impact of important problems on purchase decision of FMCGs among the respondents has been analyzed with the help of multiple regressions. The problematic variables such as price of FMCGs, quality of FMCGs, wrong decision, cheated by dealers, packing of FMCGs, surroundings and risky factors were considered for the purpose of analysis.

Table 8

Impact of important problems on purchase decision of FMCGs

S.N	Variable	Regression co-efficient		Pooled Data
		Urban	Rural	
1	Constant	-2.169 *	-1.339 *	-2.415 *
2	price of FMCGs	-0.154 **	-0.133**	-0.146**
3	Quality of FMCGs	-0.008 NS	0.063 NS	0.051 NS
4	Wrong decision	-0.085 **	-0.228 *	-0.103 *
5	Cheated by dealers	-0.635 *	-0.573 *	-0.621 *
6	Packing of FMCGs	-0.089 **	-0.432 *	-0.197 **
7	Surroundings	-0.219 **	-0.055 NS	-0.104 **
8	Risky factors	-0.044 NS	-0.102 NS	-0.065 NS
	R^2	0.709	0.677	0.688
	F- value	113.19 *	95.516 *	205 *

Source: Computed data

** 1 per cent significant

* 5 per cent significant

NS Not significant

Among the urban respondents, 1 per cent and 5 per cent significance respectively are identified. 1 per cent significance is problems identified in 'price of FMCGs', 'wrong decision', 'packing of FMCGs' and 'surroundings' and their unit values are – 0.154, -0.085, -0.089 and -0.219 respectively.

5 per cent significance is identified in 'cheated by dealers' constant and their unit values are 0.635 and -2.169 respectively.

FINDINGS

While purchasing goods, consumer is conscious about the price of the product. Here the major problem is supermarket code of conduct; the seller should print the numerical price of the product for consumers' convenience. Drip pricing is a major

problem in online purchases. Online purchase price is lesser than stores purchase price. So store sellers should practice credibility and make other services to enhance sales.

Sample consumers opine that friends and relative pressurize to buy FMCGs and for social status they purchase FMCGs. To overcome the above said problems, consumers have to get or execute real practical information.

Based on analysis, the consumers opine that, FMCGs contain more preservatives for freshness of product which it is too risky a factor. This study suggests reducing preservative content in and should be sold within the FMCGs. It should be withdrawn by manufactures in the way of ethical aspects.

CONCLUSION

It is found that media advertisement has considerable influence on rural respondents. In general, media has a tremendous impact in sustaining or weakening the social fabric of social life. The effectiveness of rural marketing communication to a large extent is influenced by the media habits more due to having time as it is evident from the study. It is for the marketers to understand the implications of the influence of the various media and utilize the appropriate media applicable for marketing their products.

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