



A STUDY ON CONSUMER BEHAVIOR TOWARDS FAST MOVING CONSUMER GOODS: REFERENCE TO COIMBATORE DISTRICT

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Abstract: Fast Moving Consumer Goods are vital for the people in their day-to-day life. The present study analysed that perception towards Fast Moving Consumer Goods in Coimbatore District from the point of view of the customers. According to the study, the brand value of the FMCG products are not determined by the packaging, Promotion and pricing of the products. But it is believed that the consumers buy FMCG product based on their quality. They believe that the customers are satisfied with quality of the branded products and so the purchase of FMCG products will increase if they are of good quality. The study concluded that customers are to be provided with all details of the products through trade fair, exhibitions and effective advertisement. In this modern age of business arena, the Fast-Moving Consumer Goods are consumed continuously by all the types of customers irrespective of the discrimination of the income, residence, status etc. It was found that the behavior of consumers varies by location, price, promotion, product and physiological factors. However, the effect of these factors affecting the decision of consumers would vary from one product to another. Hence the researcher has enacted to describe the utility of all the manufacturers of fast moving consumer goods to sustain the market. The groceries and toiletries are fast in sales and they are followed by the others in the modern market. Hence, it is concluded that this sort of study is significant to draw the market potentials of the Fast Moving Consumer Goods particularly the Coimbatore like city.

Keywords: Consumer, Goods, Brand, Advertisement, Market.

1. INTRODUCTION:

The marketing paradigm has evolved to a bright and distinct element as technology advances at an exponential rate. On the digital platform, more customer and content-centric methods are now being given. Previously, conventional marketing such as advertising, public relations, branding and corporate communications, lead generation, and so on depended heavily on television, radio, telephone, and print media as delivery mediums. On the other hand, current marketing tactics that utilize the power of the Internet and social media achieve the goal of reaching a targeted audience. Modern marketing strategies are cost effective since they give a marketing platform that may reach millions of clients in a short period of time. Businesses that focus only on digital marketing as their primary marketing delivery channel might steadily increase their overall marketing success. For any marketing effort to be successful, it must fully utilise the possibilities of many marketing approaches accessible under the labels of conventional and modern marketing. To efficiently reach and convert selected market groups into paying customers, activities such as push marketing, lead generation, launch events and trade fairs, television and print media may be utilised to connect with social computing, tailored content, and budget control, among other things. Because of the steady rise of social media, changing business landscapes, and the introduction of more educated customers, businesses must rethink their marketing strategies and lay out a multi-channel marketing plan in order to carefully lay out an optimal mix of both modern and traditional techniques best suited for the business.

Fast moving consumer goods (FMCG) sector is chief contributor to the India's GDP growth. Presently, FMCG industry is the fourth largest sector in the Indian economy and provides employment to around 3 million people. Over the years, India FMCG sector has been growing at a healthy pace on account of growing disposable income, booming youth population and increasing brand awareness among consumers. With a population of over one billion, India is one of the largest economies in the world in terms of purchasing power and consumer spending. The fast-moving consumer



goods (FMCG) sector is an important contributor to India's GDP growth. The sector includes food and dairy products, packaged food products, household products, drinks and others. FMCG is the fourth largest sector in Indian economy and provides employment to around 4 million people accounting for approximately 5 percent of the total factory employment in India. The sector is characterized by strong presence of leading multinational companies, competition between organized and unorganized players, well established distribution network, and low operational cost. Growth in the country's FMCG sector is being fuelled by improving scenario in both demand as well as supply side. Major demand side drivers include growing affluence and appetite for consumption of the Indian consumer, growing youth population, rise in per capita expenditure, and increasing brand consciousness.

Need of the Present Study

It is observed from retrospective literature that throughout of world many studies have done on digital marketing on different aspects of FMCG. Previous literature reveals that few studies have taken place here in India, which are not sufficient to know the impact or role of the digital marketing in FMCG in India. Digital marketing has brought about remarkable changes in the way marketers sell their products and how buyers purchase them. Individual purchasing behaviour involves several elements, and these factors always affect the marketer's ability to fulfil the wants of customers in general, and adolescents in particular. Buyer is the basic foundation of each business. What the buyer looks for thinks, likes, and purchases are important for an advertiser. Each individual has their own taste and requirements. It impacted by numerous components. Traditionally purchasers focus on various parts of items like quality, cost, and brand preference, but now in present time advertisers are utilizing social sites or media to know the new updates, cost, and nature of the item and understand customers feedback with respect to the item like amazon, flipkart etc. to review, assessment as a means to look for suggestion. So digital marketing is filling in as a universally handy medium to draw in with customers at all phases of the purchaser choice journey, Main focal point of the proposed investigation is to recognize the effective digital marketing site which give more satisfaction to the consumers regarding FMCG and further to analyze the role of digital marketing in FMCG area. In this way, there is a need to undertake an investigation the impact of digital marketing on consumer buying decisions and to reveal productive outcome on the best way to improve the role of digital marketing in FMCG among customers about their taste and different things.

Scope of the Study

The scope of this study is limited to consumers residing in coimbatore city, focusing on their purchasing behaviour towards Fast-Moving Consumer Goods (FMCG). It covers major FMCG product categories such as food items, beverages, and personal care products, which are regularly used by consumers in their daily lives. The study is based on primary data collected from a sample size of 100 respondents, representing different age groups, income levels, and occupations. This defined scope helps in obtaining focused and relevant insights into consumer preferences, buying patterns, and influencing factors within the urban context of Coimbatore.

Statement of the Problem

The main purpose for the proposed research is to find out the awareness level, effect of digital marketing on consumer purchasing decisions and best instrument of different digital marketing sites on fast moving consumer goods among the number of individual in Salem and it is also evident from the accessible literature that hardly a similar research has been done on this point entitled as "Impact of digital marketing on consumers buying behavior with reference to FMCG". Thusly, keeping in view of past researches, the statement of the problem proposed for discover, which could reveal fruitful results and how to improve the job of digital marketing relation to FMCG among buyers.

2. OBJECTIVES OF THE STUDY:

Based on the research scope identified, following objectives are framed for the effective conduct of this study.

1. To identify factors influencing buying decisions in FMCG.
2. To analyze the key factors influencing consumer buying behavior patterns in FMCG products.
3. To study the consumer's perception towards brand awareness and brand loyalty about the FMCG products.

3. RESEARCH METHODOLOGY:

Research Design

At the beginning of the study the general literature review has been taken and after reading the review of literature a theoretical framework of the study worked out. After the formation of the problem and appropriate research design has undertaken that provides an opportunity for considering different aspects of the problem. The present study adopted



simple random sampling techniques and a structured questionnaire was formulated to gather the information/data from the respondent belonging to the digital marketing and FMCG.

4. SAMPLING SIZE AND DESIGN:

The data has been collected from the users of FMCG using random sampling method. The study is carried out using primary as well as secondary data to know the impact of consumers buying decisions with regards to FMCG. The questionnaire method is used to collect primary data. The structural questionnaire is designed to collect relevant information directly from online consumers who make frequent online purchases of FMCG products from shopping sites and have access to social networking sites. Demographic characteristics such as age, gender, family income, and location are investigated. A parts of data is gathered from online survey apps in Coimbatore. The sources of secondary data were obtained from books, government published materials, periodicals, annual reports Newspapers, journals, periodicals, and relevant websites were of much support in the collection of information. After searching the all secondary sources of data then researcher collected only relevant information and data which is helpful with my study and fulfill the objectives.

Application of Statistical Tools

The data collected from the questionnaire were adequately edited to verify and analysed to fulfil the stated objectives. The statistical analysis of the data for the present study was conducted by applying various statistical tools like t-test, Hendry garret analysis, u-test, ANOVA.

5. SCOPE OF THE STUDY:

The present study is confined to FMCG products only covering the perceptions of the customers of coimbatore city. The focus of the study is on understanding the impact of digital marketing on consumer purchasing decisions related to fast moving consumer goods. The present study covers growth of digital marketing in India, impact of digital marketing influencing factors on consumer buying behaviour on FMCGs in Coimbatore.

Review of literature

Prakash and Ranaque(2025) recommends that FMCG companies adopt hybrid marketing strategies, improve last-mile distribution, educate local retailers as brand advocates, and create product packaging that appeals to rural consumers.

Samundeeswari and Sivapriya (2025) Highlighted that FMCG brands are well-positioned to enhance consumer satisfaction through high-quality products and easy accessibility. The study reveals that age, gender, educational qualifications, and occupation do not have a statistically significant association with FMCG buying behavior.

Gupta et al (2024) revealed that demographic and socioeconomic factors significantly influence consumer purchasing decisions, with a focus on essential products, moderate brand loyalty, and high price sensitivity. Local distribution channels and word-of-mouth promotions also play a crucial role in shaping consumer behaviour

Rambabu Gopiseti and G.Linganna(2017) This study makes an attempt to study the factors affecting the Consumer Buying Behaviour towards selected Personal Care Products and how these factors play an important role in buying decision. The factors included were related to the personal care brands and rural consumers.

Ravi Sharma and Rachna Arya (2017) study found that quality and price are the most influencing factors in the purchase decision, Price off and extra quantity is the two main offers or schemes always attract more and more consumers towards particular brand, TV and newspaper as the best media to market the product which will cover majority of the viewer ship.

Ganesh (2015) in his article titled Consumers' Perception towards Brand Loyalty of FMCG Products -An Analysis. The author analysed that the consumers' perception towards brand loyalty of the FMCG products are awareness, knowledge, attitude of the brand, risk aversion to change the brand, satisfaction and brand trust of the consumers.. Researchers found that brand awareness, brand loyalty, perceived quality and brand associations had a significant effect on brand equity.

Shehbaz Qasim and Swati Agarwal (2015)9 in their research titled "Consumer Behaviour towards selected FMCG (Fast Moving Consumer Goods) in Delhi. The aim of this research work is to study the consumers' attitude towards Non Alcoholic Beverages. This study found that consumer preferences are largely affected by age, sex, place, product, price, availability, psychological and condition of the people and brand influences.

Pinki Rani (2014) The study's goal is to understand the ultimate consumer's buying habits. The analyst employed ANOVA statistical methods. As a result, cultural, social, personal, and psychological factors greatly influence consumer buying behaviour.



Rasool et al. (2012) conducted to find out the effects of advertisements on user behavior and the results proposed that people change their brand for to try to new brands. Rajput et al (2012) studied the impact of product price and quality on consumer buying behavior. Consumer behavior patterns are quite related to each other, specifically in the aspects like quality, pricing and decision making

Demographic Profile of the Respondents

The demographic profile of the respondents gives an overall information about personal profile of the respondents, which consists of gender, age, occupation, educational background, monthly income, residential status, and marital status, type of family and size of the family. The following Table gives a brief account of the same.

Variables	No. of Respondents	%	Cumulative %
Gender			
Male	275	61	61
Female	175	39	100
Total	450	100	
Age			
Below 20	26	6	6
21-40	279	62	68
41-60	141	31	99
Above 60	4	1	100.0
Total	450	100.0	
Occupation			
Agriculturist	65	14	14
Salaried Class	355	79	93
Others	30	7	100.0
Total	450	100.0	
Educational Background			
Illiterate	44	10	10
Below Higher Secondary	134	30	40
Under Graduate	228	50	90
Post Graduate	44	10	100.0
Total	450	100.0	
Monthly Income			
Below Rs.20000	264	58	58
Rs.20000-40000	98	22	80
Rs.40000-60000	80	18	98
Above Rs.60000	8	2	100.0
Total	450	100.0	
Residential Status			
Rural	156	35	35
Urban	294	65	100.0
Total	450	100.0	
Marital Status			
Married	292	65	65
Unmarried	158	35	100.0
Total	450	100.0	
Type of family			
Nuclear	271	60	60



Joint	179	40	100.0
Total	450	100.0	
Size of the Family			
Below 3	67	15	15
3-5	316	70	85
Above 5	67	15	100.0
Total	450	100.0	

Table shows that in respect of gender distribution, 275 respondents (61 percent) are male and 175 of them (39 per cent) are female. Majority of the respondents belongs to the age group (21-40) consist of 62 percent, middle aged consist of (41-60) 31 percent, 6 percent consist of below 20 years and above 60 years consist of only 1 percent. With regard to occupation, 355 respondents (79 percent) belong to salaried class people, 65 of them (14 percent) agriculturist and 30 of them (7 percent) others. The literacy rate of the respondents who are the customers of FMCG products is normally good. 228 of them (50 percent) have completed their under graduation, 134 of them (30 per cent), are below higher secondary, 45 respondents (10 per cent) are postgraduate and 44 respondents (10 per cent) are illiterates. Out of 450 respondents, 58 per cent of the respondents have been earned an monthly income of below Rs.20,000, 22 per cent of them Rs.20,000-40,000, 18 per cent of them Rs.40,000 to Rs.60,000 and only 2 per cent of them have monthly income of above Rs. 60,000.

In case of Residential status 65 per cent of the respondents belong to urban area and 35 per cent of them belong to rural area. Marital status reveals that 65 percent of them are married and 35 percent of them are unmarried. Out of 450 respondents, 60 percent of them, the family type consist of nuclear and 40 percent of them extended to joint family. The family size is reasonably small in which 316 respondents have 3 to 5 (70 per cent), 67 respondents (15 per cent) have 3 members, 67 respondents (15 per cent) have more than 5 members in their family

Garret Ranking for the Brand Preference

Consumer satisfaction is one of the prime objectives in present FMCG sector. With the advent of different market players the preference for usage of a particular brand has increased. The following Table gives an account of the factors while purchasing a particular brand.

Sl. No	Variables	Total Score	Average	Rank
1.	Reasonable price	21023	46.72	IV
2.	Good quality	28256	62.79	I
3.	Popularity of the company	18718	41.59	VII
4.	Easy availability	26252	58.34	II
5.	Good after sales service	19092	42.43	VI
6.	Status symbol	23210	51.58	III
7.	Satisfies traditional value	19599	43.55	V
Average		22307	49	

As per the ranking regarding the brand preference by the sample respondents Good quality score more (62.79) which is followed by Easy availability (58.34), Status symbol (51.58), Good after sales service (42.43), Satisfies traditional value (42.55), Reasonable price (46.72) and Popularity of the company (41.59). Thus two variables like reasonable price and good quality are more than average score (49) major reasons of brand preference and rest of them are less than the average score.

Brand preferences of FMCG Products based on the Gender group of Customers

An attempt was made to know the brand preferences of FMCG products that based on the gender group of customers such as male and female.

To test the brand preferences of FMCG products that based on gender group of customers, the following null hypothesis was proposed.

H_0 : There is no significant relationship between gender group of customers and brand preferences of FMCG products.

The non-parametric statistics of Mann Whitney U test was used to analyze the brand preferences of FMCG products based on the gender group of customers in this context. The details of the results of Mann Whitney U test are presented in below table



Results of Mann-Whitney U Test – Gender group of Customers and Brandpreferences of FMCG Products

Brand preferences of FMCG Products	U-value	Z-value	p-value	Mean rank	
				Male	Female
Skin care	23171.00	-0.677	0.498	222.26	230.59
Hair care	23122.50	-0.708	0.479	222.08	230.87
Detergent powder	21890.00	-1.653	0.098	217.53	238.03
Toilet soap	23772.00	-0.219	0.826	224.44	227.16
Cool Drinks	16178.00	-5.904	0.000	196.83	270.55
Tooth paste	18663.00	-4.074	0.000	245.13	194.65
Chocolates	19441.50	-3.472	0.001	242.30	199.09
Snack foods	20653.50	-2.560	0.010	213.10	244.98
Fast food	20382.50	-2.762	0.006	238.88	204.47

The Table 5.41 lists the result of the Mann Whitney U test for brand preferences of FMCG products based on gender group of customers. Since the p-value is greater than 0.05, the null hypothesis is accepted at 5 per cent level of significance. Hence, this means that all the respondents have almost given similar rank to brand preferences of

FMCG products except 'Cool Drinks', 'Tooth paste', 'Chocolates', 'Snack Foods' and 'Fast Food'. It can be concluded that gender group of the respondents does not affect the ranking given to brand preferences of FMCG products except 'Cool Drinks' (C.V, 16178.00, p value 0.000, $p < 0.05$), 'Tooth paste' (C.V 18663.00, p value 0.000, $p < 0.05$), 'Chocolates' (C.V 19441.50, p value 0.001, $p < 0.05$), 'Snack Foods' (C.V 20653.50, p value 0.010, $p < 0.05$) and 'Fast Food' (C.V 20382.50, p value 0.006, $p < 0.05$).

Factors Influencing Purchase Decision of FMCG products and Gender group of customers

In order to find out the relationship between factors influencing purchase decision of FMCG products and gender group of customers, a 't' test was attempted with the null hypothesis as, "There is no significant relationship between factors influencing purchase decision of FMCG products and gender group of customers". The results of 't' test is given in Table

Factors Influencing Purchase Decision of FMCG products and Gender group of customers – 't' Test

Purchase influential Factors	Gender	F	Sig.	t	df	P Value
Products factors	Equal variances assumed	39.959	.000	3.674	448	.000
	Equal variances not assumed			3.333	261.467	.001
Price factors	Equal variances assumed	32.446	.000	7.707	448	.000
	Equal variances not assumed			7.371	316.781	.000
Place factors	Equal variances assumed	.980	.323	6.108	448	.000
	Equal variances not assumed			5.919	332.346	.000
Promotion factors	Equal variances assumed	42.942	.000	5.513	448	.000
	Equal variances not assumed			4.855	235.909	.000

The above Table shows the results of 't' test based on factors influencing purchase decision of FMCG



products among different gender group of customers. Since the 'p' value of factors influencing purchase decision of FMCG products namely products factors, price factors, place factors and promotion factors are less than 0.05, the null hypothesis is rejected. Therefore it may be concluded that gender wise there is a significant difference in factors influencing purchase decision of FMCG products namely products factors, price factors, place factors and promotion factors.

Factors Influencing Purchase Decision of FMCG products and Age group of customers - ANOVA

Purchase influential factors	Age	Sum of Squares	df	Mean Square	F	P Value
Products factors	Between Groups	125.104	3	41.701	2.600	0.052
	Within Groups	7153.954	446	16.040		
	Total	7279.058	449			
Price factors	Between Groups	355.774	3	118.591	5.005	0.002
	Within Groups	10567.417	446	23.694		
	Total	10923.191	449			
Place factors	Between Groups	178.563	3	59.521	2.934	0.033
	Within Groups	9046.994	446	20.285		
	Total	9225.558	449			
Promotion factors	Between Groups	122.642	3	40.881	1.171	0.320
	Within Groups	15567.858	446	34.906		
	Total	15690.500	449			

The above Table shows the results of ANOVA based on factors influencing purchase decision of FMCG products among different age group of customers. Since the 'p' value of factors influencing purchase decision of FMCG products namely price factors and place factors are less than 0.05, the null hypothesis is rejected. Therefore it may be concluded that age wise there is a significant difference in factors influencing purchase decision of FMCG products namely price factors and place factors. Table further shows that since the 'p' value of factors influencing purchase decision of FMCG products namely products factors and promotion factors are higher than 0.05, the null hypothesis is accepted. Therefore it may be concluded that there is no age wise significant difference in factors influencing purchase decision of FMCG products namely products factors and promotion factors.

Factors Influencing Purchase Decision of FMCG Products and Satisfaction Towards FMCG Products – Correlation Analysis

In order to find out the relationship between factors influencing purchase decision of FMCG products namely products factors, price factors, place factors, promotion factors and satisfaction towards FMCG products namely place of purchase or location of shops, product features, price of products, promotional factors, people's influence to purchase and market wide factors, correlation analysis is attempted with the hypothesis as, 'There is no significant relationship between factors influencing purchase decision of FMCG products and satisfaction towards FMCG products'. The results are presented below

Attributes	Factors			
	Products factors	Price factors	Place factors	Promotion factors
Place of purchase or location of shops	0.339**	0.473**	0.165**	0.209**
Product features	0.499**	0.225**	0.042	0.374**
Price of products	0.320**	0.188**	0.197**	0.484**
Promotional factors	0.314**	-0.040	-0.238**	0.093*
People's influence to purchase	-0.075	-0.343**	-0.481**	-0.358**
Market wide factors	0.239**	-0.022	-0.030	-0.080



Above table shows that there is a significant relationship between factors influencing purchase decision of FMCG products namely products factors and satisfaction towards FMCG products namely place of purchase or location of shops, product features, price of products, promotional factors and market wide factors. It is found from Table that there is a significant relationship between factors influencing purchase decision of FMCG products namely price factors and satisfaction towards FMCG products namely place of purchase or location of shops, product features, price of products and people's influence to purchase. It is observed from Table that there is a significant relationship between factors influencing purchase decision of FMCG products namely place factors and satisfaction towards FMCG products namely place of purchase or location of shops, price of products, promotional factors and people's influence to purchase. Table reveals that there is a significant relationship between factors influencing purchase decision of FMCG products namely promotion factors and satisfaction towards FMCG products namely place of purchase or location of shops, product features, price of products, promotional factors and people's influence to purchase.

6. CONCLUSION:

The study concludes that the perception towards Fast Moving Consumer Goods in particular reference to Coimbatore District from the point of view of the customers. According to the study, the brand value of the FMCG products are not determined by the packaging, Promotion and pricing of the products. But it is believed that the consumers buy FMCG product based on their quality. They believe that the customers are satisfied with quality of the branded products and so the purchase of FMCG products will increase if they are of good quality. The study concluded that customers are to be provided with all details of the products through trade fair, exhibitions and effective advertisement. In this modern age of business arena, the Fast Moving Consumer Goods are consumed continuously by all the types of customers irrespective of the discrimination of the income, residence, status etc.

Hence the researcher has enacted to describe the utility of all the manufacturers of fast moving consumer goods to sustain the market. The groceries and toiletries are fast in sales and they are followed by the others in the modern market. Hence, it is concluded that this sort of study is significant to draw the market potentials of the Fast Moving Consumer Goods particularly the Coimbatore like city. In future, the retail outlets and shops would be fine-tuned with several facilities to reach the consumers and their interest

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