

“Consumers Buying Behaviour towards online purchase of FMCG Product During Covid-19 Pandemic in Chandrapur Area”

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Abstract: The marketers adopt different strategies to aware the consumers about their offerings and to promote them during Covid-19 Pandemic. Sales Promotion is one such strategy which is used by marketers to attract new & prospective customers towards their products and retain the existing ones. It can be understood as short term incentives aimed at accelerating sales by motivating the customers to make a purchase. FMCG have been one of the most rapid growing markets not only in the world but also in India since last decade; to stay competitive, FMCG retailers should use effective sales promotions tools and that may be become a vital technique for FMCG retailers to stimulate consumer buying behavior towards purchasing FMCG product. The aim of research is to determine the impact of price discount sales promotion tools in retail sector, on consumer buying behavior which include customer loyalty and repurchase intention.

Keywords: FMCG, Prospective Customer, Retailer, Customer Loyalty

INTRODUCTION:

In the words of Blattberg and Neslin (1990), Sales Promotion is “an action-focused marketing event whose purpose is to have a direct impact on the behavior of the firm’s customer.” It means that the techniques adopted to influence the customer’s buying behavior are clubbed under Sales Promotion. Retail FMCG market is growing in a high velocity environment all over the world. All types of promotional activities are currently used by retailers in order to be differentiated in the market. At the same time, competitiveness among retailers is booming. The Sales Promotion tools directed towards the consumers are termed as Consumer Sales Promotion while those directed towards re-sellers (distributors, retailers, wholesalers etc.) are termed as Trade Sales Promotion. Commonly used consumer promotion tools are price discount, free sample, contest, bonus, premium, in-store display etc. while invoice allowance, free goods, buy-back allowance, contests etc. are common trade promotion tools. These tools are being used by marketers, retailers as well as manufacturers since decades but due to increasing competition and aware customers it is very important to plan and execute the marketing & promotion strategy effectively.

LITERATURE REVIEW OF RESEARCH TOPIC:

There is abundant literature on Sales Promotion as well as on Consumer Behavior. Popular definitions of Sales Promotion are given by Kotler, Blattberg & Neslin (1990), Kazmi & Batra, Institute of Sales Promotion, etc. In a very comprehensive definition by Kotler (2002), “Sales promotion consists of a diverse collection of incentive tools, mostly short-term, designed to stimulate quicker and/or greater purchase of particular products/services by consumers or the trade”.

SALES PROMOTION:

John and William (1986), the sales promotional marketing activities considered to be more efficient than advertising publicity and personal selling. In addition to that other researchers considered sales promotion as a direct inducement, proposing special added value for goods to target salesperson, customers or resellers (William

& Ferrell, 1987; Gardener & Treved, 1998).

CONSUMER BUYING BEHAVIOR:

The impact of sales promotion on consumer buying behavior has been widely stated in many researches and studies, they have shown that there are a lot of factors can effect consumer buying behavior, either to buy or not (Nagar, 2009; Smelser and Baltes, 2001).

Nijs, Dekimpe, Steenkamps and Hanssens (2001), sales promotions have a huge impact on consumers buying behavior such as purchase time, product brand, quantity and brand switching. Moreover, consumer purchase decisions sometimes based on the price sensitivity, individuals are more attracted to promoted products (Bridges, Briesch and Yim, 2006).

OBJECTIVES OF THE RESEARCH

After reviewing the relevant literature, the study will be conducted keeping in mind the following main objectives.

1. To study the awareness level of customer towards online FMCG product purchase.
2. To identify the various online sales promotion techniques which influence the customers' impulse buying decision towards online FMCG product purchase.
3. To study the satisfaction level of customer with respect to online FMCG purchase

RESEARCH HYPOTHESES

The following hypothesis are formulated after a critical examination of various literatures had been performed, all mentioned hypothesis were tested in order to achieve the targeted main and specific objective of this study.

1. Awareness level of customer has significant impact on consumer purchase decision towards online FMCG product purchase.
2. The various sales promotion techniques have significant impact on consumer purchase decision towards online FMCG product purchase.
3. Satisfaction level of customer has significant impact on consumer repurchase decision towards online FMCG product purchase.

RESEARCH METHODOLOGY

The present research will be quantitative research in nature and it will base on the measurement of quantity or amount. The researcher will focuses heavily on quantitative research because it is useful to quantify opinions, attitudes and behavior and find out how the whole population feels about a certain issue. Therefore, the researcher will preferred the quantitative research strategy because the study needs to address the factors that influence consumers' buying behavior.

SAMPLING DESIGN:

There are many sample design methods from which choose relatively more precise and appropriate for this study. The samples will be a non-probability Random Sampling technique to which the prepared questionnaires will be distributed to be filling in a self-administered manner.

SAMPLING UNIT:

The target population in this research will be consumers who consume or buy online FMCG product, which will either men or women, aged 21 and more years old and have at least a foundational education.

SAMPLE SIZE: Sample Size for the research is 120 Respond and which is select randomly.

DATA COLLECTION & ANALYSIS

For this study the process of collecting information involves primarily by Questionnaire share with the target populations who will consume FMCG product, who are either men or women, aged 21 and more years old and have at least a foundational education on online platform. The population of this research are scattered over a wide geographical area, and questionnaire is considered as the most feasible tool to reach them in the given time period. Therefore, the use of questionnaire is relatively convenient and inexpensive in comparison to other tools.

A Likert scale questionnaire was adopted from different previous study which provided customers with a greatest range of option starting from strongly disagree to strongly agree and they were used as a primary data collection instrument in this study.

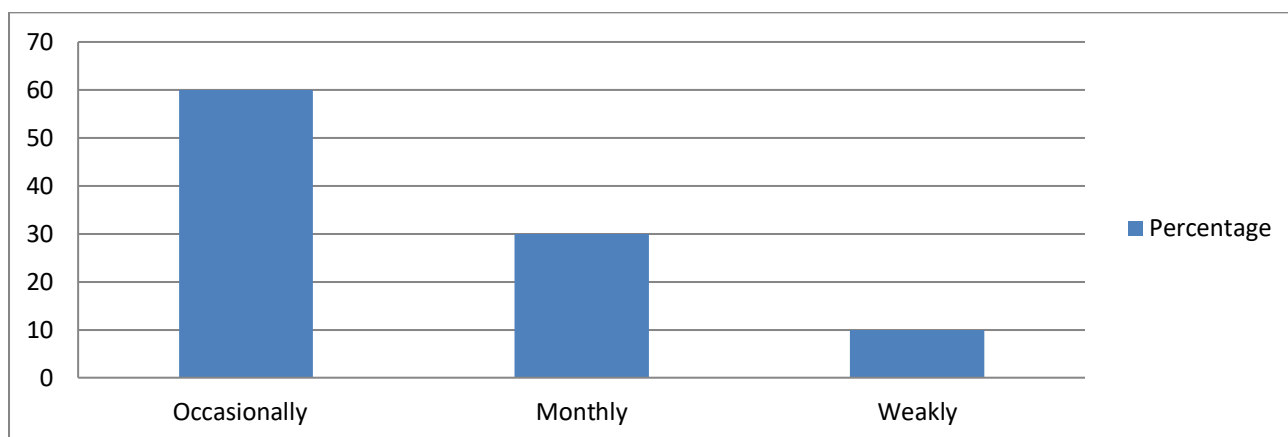
Demographic profile of the sample respondents

SR. NO.	Demographic Factor	Sample Respondents Percentage	Percentage	Cumulative Frequency
1	Gender			
	Male	72	60	60
	Female	48	40	100
2	Age			
	21-40	42	35	35
	41-60	48	40	75
	61 & above	30	25	100
3	Marital Status			
	Married	78	65	65
	unmarried	42	35	100
4	Educational Qualification			
	Undergraduate	42	35	35
	Graduate	60	50	85
	Post Graduate	18	15	100
5	Occupation			
	Student	12	10	10
	Housewife	18	15	25
	Self Employed	30	25	50
	Govt. Employee	30	25	75
	Private Employee	30	25	100

Frequency of shopping FMCG Products online from the Shop or Super market before COVID-19 Pandemic

	Respondent Opinion	No of Respondent	Percentage	Cumulative Frequency
	Occasionally	72	60	60
	Monthly	36	30	90

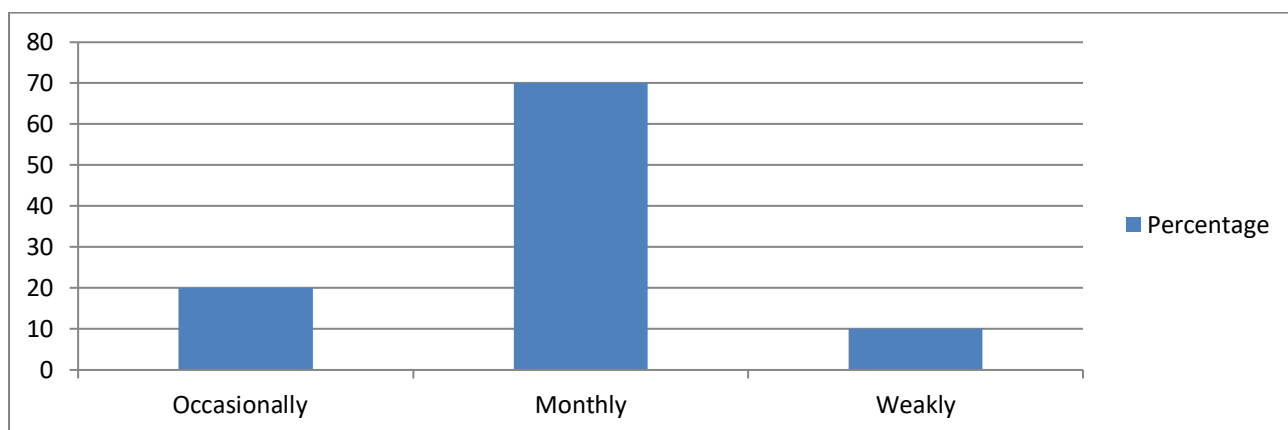
	Weakly	12	10	100
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From the above analysis a majority of the Respondent occasionally shopping FMCG product online from the shop or super market before COVID-19 Pandemic, 30 percent of Respondent monthly shopping FMCG product online from the shop or super market before COVID-19 Pandemic, 10 percent of Respondent weakly shopping FMCG product online from the shop or super market before COVID-19 Pandemic

Frequency of shopping FMCG products online from the shop or super market during COVID-19 Pandemic

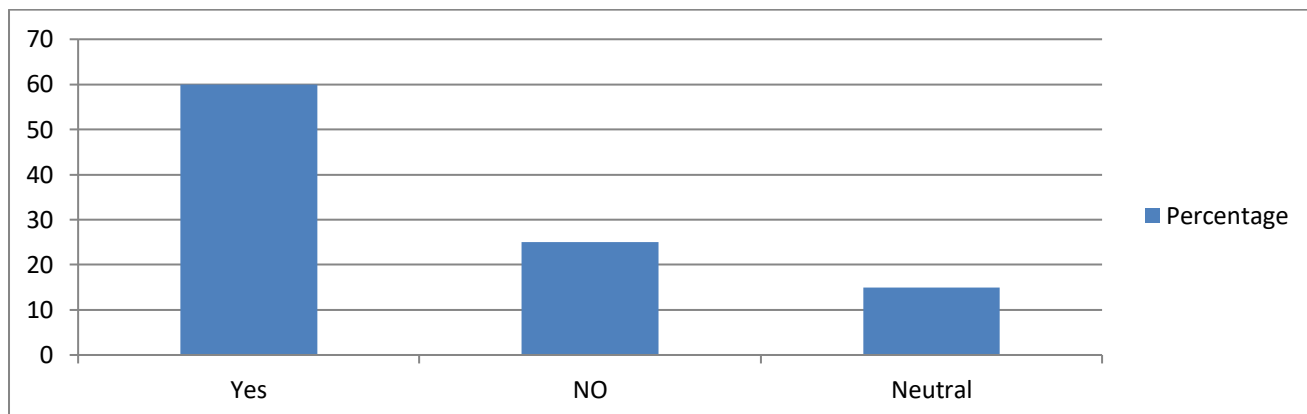
	Respondent Opinion	No of Respondent	Percentage	Cumulative Frequency
	Occasionally	24	20	20
	Monthly	84	70	90
	Weakly	12	10	100



From the above analysis a majority of the Respondent are Monthly shopping FMCG products online from the shop or super market during COVID-19 Pandemic, 20 percent of Respondent occasionally shopping FMCG products online from the shop or super market during COVID-19 Pandemic, 10 percent of Respondent weakly shopping FMCG products online from the shop or super market during COVID-19 Pandemic

Awareness level of customer towards online FMCG product purchase

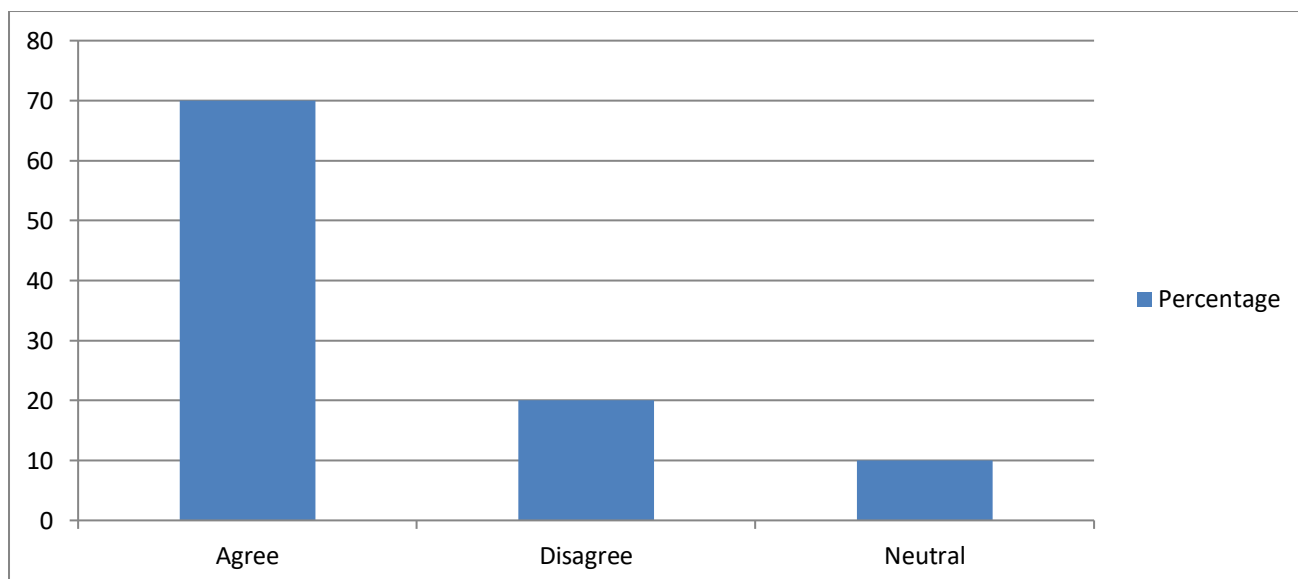
	Respondent Opinion	No of Respondent	Percentage	Cumulative Frequency
	Yes	72	60	60
	No	30	25	85
	Neutral	18	15	100



From the above analysis a majority of the Respondent are aware about online FMCG product purchase, 25 percent of the Respondent are not aware about online FMCG product purchase, 15 percent of the Respondent are neutral about online FMCG product purchase.

Contactless delivery of FMCG products is a reason of influencing consumer preference for buying FMCG products online

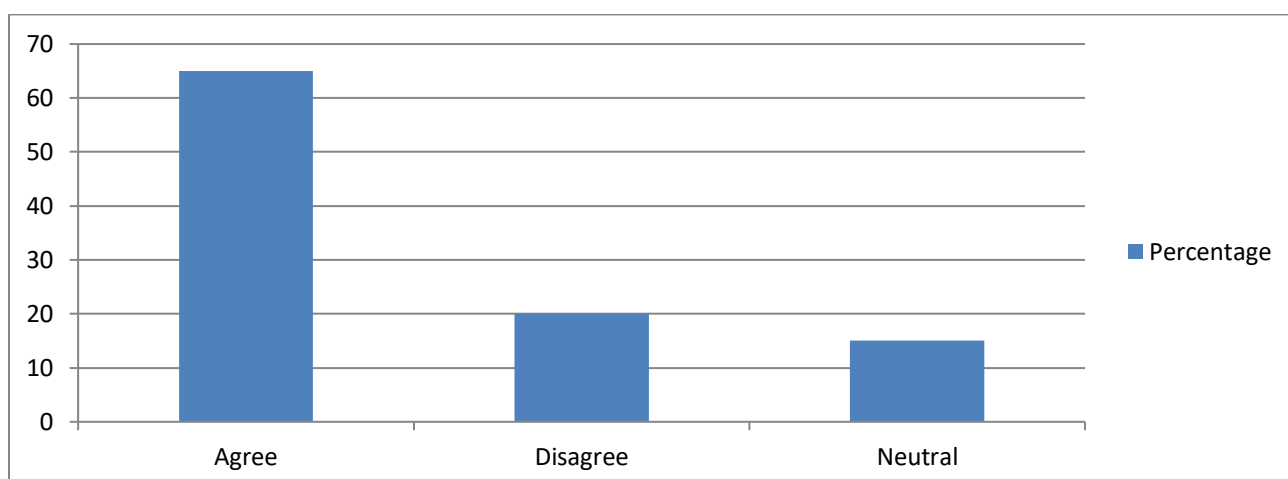
	Respondent Opinion	No of Respondent	Percentage	Cumulative Frequency
	Agree	84	70	70
	Disagree	24	20	90
	Neutral	12	10	100



From the above analysis a majority of the Respondent are agree with Contactless delivery of FMCG product is a reason of influencing preference for buying FMCG product online. 20 percent of Respondent are disagree with Contactless delivery of FMCG product is a reason of influencing preference for buying FMCG product online. 10 percent Respondent neutral with Contactless delivery of FMCG product is a reason of influencing preference for buying FMCG product online.

Offer/ discount is a reason of influencing consumer preference for buying FMCG product online

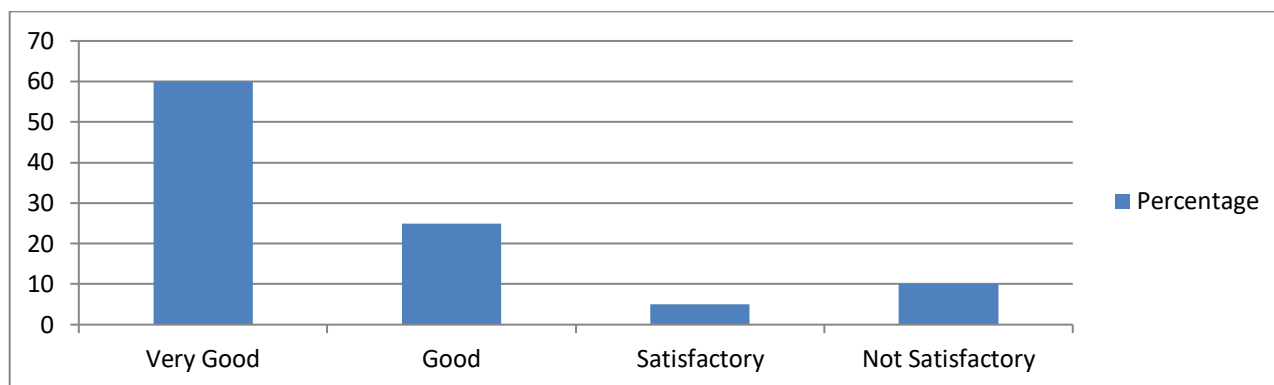
	Respondent Opinion	No of Respondent	Percentage	Cumulative Frequency
	Agree	78	65	65
	Disagree	24	20	85
	Neutral	18	15	100



From the above analysis a majority of the Respondent agreed with the offers / discount is a reason for influencing preference for buying FMCG product online, followed by 20 percent of the Respondent who disagree with the statement. Almost 15 percent of Respondent is neutral regarding discount/offer influencing preference.

Customer relationship management in shop or super market for online purchasing

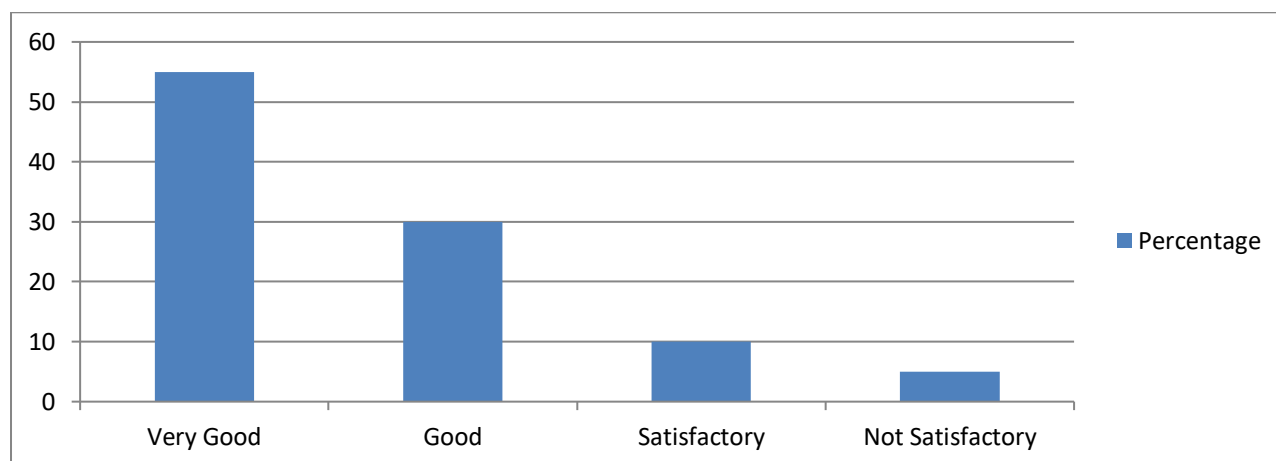
	Respondent Opinion	No of Respondent	Percentage	Cumulative Frequency
	Very Good	72	60	60
	Good	30	25	85
	Satisfactory	6	5	90
	Not Satisfactory	12	10	100



From the above analysis a majority of the Respondent say that very good customer relation maintained in shop or super market for online purchasing, followed by 25 percent of the Respondent say that good customer relation maintained in shop or super market for online purchasing, 5 percent of the Respondent are satisfied with customer relation maintained in shop or super market for online purchasing, 10 percent of the Respondent are not satisfactory with customer relation maintained in shop or super market for online purchasing,

Satisfaction Level of Customer with respect to online FMCG product purchase

	Respondent Opinion	No of Respondent	Percentage	Cumulative Frequency
	Very Good	66	55	55
	Good	36	30	85
	Satisfactory	12	10	95
	Not Satisfactory	6	5	100



From the above analysis a majority of the Respondent experience very good with respect to online FMCG product purchase, followed by 30 percent of the Respondent experience very good with respect to online FMCG product purchase, 10 percent of the experience satisfactory good with respect to online FMCG product purchase, 5 percent of the Respondent experience not satisfactory with respect to online FMCG product purchase

FINDINGS AND CONCLUSIONS

Findings of this study useful for managerial implications for policy maker to take decisions in such kind of future purchasing behaviour of consumers and appropriate sales promotional techniques to increased sales in FMCG retail business.

1. Majority of the respondent occasionally shopping FMCG product online from the shop or super market before COVID-19 Pandemic.
2. Majority of the respondent are monthly shopping FMCG product online from the shop or super market during COVID-19 Pandemic.
3. Majority of the respondent are aware about online FMCG product purchase.
4. Majority of the respondent are agree with Contactless delivery of FMCG product is a reason of influencing preference for buying FMCG product online.
5. Majority of the respondent agreed with the offers / discount is a reason for influencing preference for buying FMCG product online.
6. Majority of the respondent say that very good customer relation maintained in shop or super market for online purchasing.
7. Majority of the respondent experience very good with respect to online FMCG product purchase.

Awareness level of customer has significant impact on consumer purchase decision towards online FMCG product purchase. These promotional techniques affect the buying behaviour of consumers. Discount and Price reduction is well-known tool for offering a good reduction in purchase price and have a great relationship with influence the buying behaviour of consumers towards online FMCG product purchase. Satisfaction level of customer has significant impact on consumer repurchase decision towards online FMCG product purchase.

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