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Consumer Perception on International FMCG Product: An Investigative Study

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Abstract
The consumer perception plays an important role in fast moving consumer goods sector. Consumer perception is effected by various factors. In the present era of globalization needs and wants of consumers changes with time. The fast moving consumer goods (FMCG) sector contributes a lot to the growth of India's GDP. Therefore it is necessary to identify the consumer perception towards FMCG products. This paper highlights and identify the factors affecting consumer perception towards FMCG products and finally effecting their decision making process. The data for this study has been collected through questionnaire and findings have been theoretically presented. The paper reveals that consumer perception is largely effected by taste, quality, brand, image and verity of flavours factors.

Keywords: Fast Moving Consumer Goods, Consumer Perception, Top Ramen

Introduction
Fast moving consumer goods (FMCG) also known as consumer packaged goods are products that can be bought at a low cost. These products are consumed on a small scale and are generally available in a variety of outlets including grocery store, supermarket, and warehouses. The FMCG market has experienced healthy growth over the last decade because of adoption of experience retailing along with reflecting consumers desire to enhance their physical shopping experience with a social or leisure experience. For example IBEF (Indian Brand Equity Foundation) reported that the global FMCG market is projected to reach $15,361.8 billion by 2025, registering a CAGR of 5.4% from 2018 to 2025. The global FMCG market is segmented based on product type, distribution channel, and region. Based on product type it is classified as food and beverages, personal care (skincare, cosmetics, hair care, others), healthcare care (over-the-counter drugs, vitamins & dietary supplements, oral care, feminine care, others), and home care. Among them in 2018, the food & beverage segment held majority share in the FMCG market and is expected to hold a significant share in the global market throughout the forecast period. Consumers today have become more knowledgeable and open to food & beverages consumed by foreign cultures. They are driven by a sense of exploration and are in search for new experience. This search for novel experience has pushed the food & beverage operators to maintain the quality of their offerings. The trend of healthy eating has also been a top impacting factor affecting the growth of the food & beverage market. Consumers have become increasingly health conscious and a large number of people have begun to follow special diets and want to enjoy these healthier choices both at home and when they are eating. In 2018, the supermarkets and hypermarkets distribution channel segment dominated the FMCG market. The growth of this segment is driven by rise in disposable income and increase in demand for a one-stop solution for all shopping needs. Moreover, the augmented experience provided by these retail formats increases its attractiveness to customers. This in turn drives the growth of the supermarkets and hypermarkets distribution channel segment of the FMCG market. The distribution channel segment comprises of supermarkets and hypermarkets, grocery stores, specialty stores, specialty stores, e commerce and others.

Review of literature
Banumathi and Rani (2018) [1] stated that consumer behaviour plays an important role in marketing of fast moving consumer goods. This behaviour is affected by various factors. In

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the present era of globalization needs and wants of consumers changes with time. The fast moving consumer goods (FMCG) sector contributes a lot to the growth of India's GDP. Therefore it is necessary to identify the changes in consumer buying behaviour towards FMCG products. The study highlighted and identified the factors affecting consumer buying behaviour towards FMCG products and finally effecting their decision making process. The study revealed that consumer behaviour is largely affected by place, product, price, promotion, physiological and psychological factors. However effect of these factors also differs from product to product.

Ruchi Jaggi and Munmun Ghosh (2017) [2] conducted the study with the objectives to find out the consumer perception regarding the Patanjali brand through a survey in the city of Pune. The responses to a closed-ended questionnaire suggested that competitive pricing, quality of products and good communication strategies were the most important reasons for the popularity of Patanjali products. The study initially sought information regarding the brands which the consumers use in the case of daily products, such as toothpastes, soaps, shampoos, detergents, edible oils, wheat flour and others. The study investigated the reasons for the rising popularity and increasing positive brand perception of Patanjali products. The results from the survey revealed that competitive pricing, quality of products and good communication strategies were the most important reasons, which helped Patanjali to gain popularity and subsequent enhancement in its brand image.

Singh Mandeep, Dwivedi Sudhakar and Hamid Naveed (2017) [3] conducted a study and examined the current scenario and prospect of FMCG online products in Jammu by analyzing or knowing the consumer awareness and perception of consumers towards online shopping of FMCG products and identification of key influencing factors on online shopping purchase behaviour. The study was carried out in Jammu city with the aim of understanding the consumer awareness, perception and key factors influencing online shopping purchase behaviour. The result of the study revealed that in the majority respondents using credit card for buying product through online, most of the shoppers use online payment transactions respectively. Utmost respondents are indulging in the practice of shopping online FMCG products respectively. The result depicts that the most influential factor for buying through internet was observed as save time factor by majority respondents. The result regarding the FMCG Online Shopping showed that maximum percent of respondents are satisfied. The result also depicts that utmost respondents are aware about the FMCG Online products.

Bijuna Mohan and Sequeira (2016) [4] stated that measurement of brand equity has posed a big challenge to the companies in the Indian fast moving consumer goods (FMCG) industry. The study investigated the impact of brand equity on the operational performance of businesses in the Indian FMCG industry. The study adopts descriptive and exploratory approaches. The results indicate that there is correlation between brand equity and operational performance of business. The practical implications of the findings are that brand equity has to be effectively managed for improved operational performance of business. Hence brand loyalty, perceived quality, brand awareness, and brand association are the dimensions of brand equity for the FMCG industry in India. The correlation ranked highest for brand association, second for brand loyalty, third for perceived quality, and fourth for brand awareness. The results supported the proposed four-factor model. The study contributes to our understanding of brand equity measurement by examining the dimensionality of this construct.

Statement of problem
From the literature and from the reports it has been observed that consumers preferring international products instead of national products after the globalization. For example instant noodles become very famous in India in the recent years. So there is a need for a micro level study to known the perception of consumer with respect to this product segment.

Objective
To identify the factors that influence the perception of consumer on an International FMCG Product

Research methodology
The primary data has been directly collected from the respondents by using questionnaire with the help of convenient sampling method. The total number of samples was 25 in Coimbatore City. The information collected have been edited for reliability and consistency and presented in a master table for analysis. From the published data regarding the composition of FMCGs products it has been found that food products constitute the highest proportion (43%). Within the food product Noodles is preferred, especially Top Ramen Product. The following were the some of the tools used such as Garrett Ranking Technique and Weighted Average Score Analysis.

Results and discussion
Factors behind preferring FMCG Brands with Trademark
Understanding of the Consumer Perception on International FMCG necessitates the need to identify the Factors behind preferring FMCG Brands with Trademark. The study constitutes ten factors as Free gifts & Components, Change in economic status, Interest to try FMCG Brands, To adopt the changes in society, To gain prestige and social status, Access to products in Sachets, Changes in new trends and fashion, Increased beauty Consciousness, Utility and Health & Hygiene are the factors considered.

Table 1: Factors behind preferring FMCG Brands with Trademark

S. No	Factors	Rank										Total
		1	2	3	4	5	6	7	8	9	10	
1	Free gifts & Components	-	5	2	2	-	2	-	10	4	-	25
2	Change in economic status	1	-	-	7	4	6	6	-	-	-	25
3	Interest to try FMCG Brands	6	8	-	-	7	2	-	2	-	-	25
4	To adopt the changes in society	-	4	6	2	4	-	7	2	-	-	25
5	To gain prestige and social status	-	2	7	6	-	2	-	2	2	4	25

6	Access to products in Sachets	-	-	-	2	2	2	-	3	8	8	25
7	Changes in new trends and fashion	2	2	-	-	-	7	5	5	-	4	25
8	Increased beauty Consciousness	-	-	4	3	-	4	2	2	8	2	25
9	Utility	2	4	2	4	6	-	2	2	-	3	25
10	Health & Hygiene	10	-	4	2	2	3	-	-	-	4	25
	Garrett's Table Value	81	70	63	57	52	47	42	36	29	18	

Source: Primary Data

S. No	Factors	Total Score	Mean Score	Rank
1	Free gifts & Components	1160	46.4	VII
2	Change in economic status	1222	48.88	V
3	Interest to try FMCG Brands	1576	63.04	I
4	To adopt to the changes in the society	1346	53.84	III
5	To gain prestige and social status	1219	48.76	VI
6	Access to products in Sachets	796	31.84	X
7	Changes in new trends and fashion	1093	43.72	VIII
8	Increased beauty Consciousness	1035	41.4	IX
9	Utility	1318	52.72	IV
10	Health & Hygiene	1493	59.72	II

Source: Primary Data

Among the factors influencing the preference to FMCG Brands with Trademark. It was observed that Interest to try FMCG Brands was ranked first by respondents with the mean score of 63.04. Health & Hygiene were ranked as second with the mean score of 59.72. To adopt the changes in society were ranked as third with the mean score of 53.84. Utility were ranked fourth with the mean score of 52.72. Changes in economic status were ranked as fifth; to gain prestige and social status was ranked as sixth. Free gifts & Components were ranked seventh. Changes in new trends and fashion were ranked as eighth. Increased beauty Consciousness was ranked as ninth and Access to products in Sachets was ranked as tenth.

Factors influencing the purchase of Top Ramen
The consumers never buy the products without any influences, something have to influence the consumer to buy specific product so it is necessity to identify the factors influencing the purchase of Top Ramen. The study constitutes ten factors as Taste, Price, Quality, Packaging, Brand, Image, Quantity, Health & hygiene, Availability and Influence by Children are the factors considered.

Table 2: Factors influencing the purchase of Top Ramen

S. No	Factors	Rank										Total
		1	2	3	4	5	6	7	8	9	10	
1	Taste	7	4	4	10	-	-	-	-	-	-	25
2	Price	4	9	-	2	2	-	-	8	-	-	25
3	Quality	2	8	4	7	-	2	-	-	-	2	25
4	Packaging	2	-	2	2	9	4	6	-	-	-	25
5	Brand	-	-	5	2	10	-	4	-	4	-	25
6	Image	-	2	-	-	2	4	2	9	6	-	25
7	Quantity	-	-	8	-	-	-	6	2	7	2	25
8	Health & hygiene	2	-	-	-	-	6	-	4	6	7	25
9	Availability	-	2	-	2	2	-	5	2	2	10	25
10	Influence by Children	8	-	2	2	-	7	2	-	-	4	25
	Garrett's Table Value	81	70	63	57	52	47	42	36	29	18	

Source: Primary Data

S. No	Factors	Total Score	Mean Score	Rank
1	Taste	1669	66.76	I
2	Price	1172	46.88	VI
3	Quality	1503	60.12	II
4	Packaging	1310	52.40	IV
5	Brand	1233	49.32	V
6	Image	1014	40.56	VIII
7	Quantity	1067	42.68	VII
8	Health & hygiene	888	35.52	IX
9	Availability	878	35.12	X
10	Influence by Children	1373	54.92	III

Source: Primary Data

Out of the factors which influenced for purchase of Top Ramen by the selected respondents, "Taste" was ranked first; Quality ranked as second and Influences of Children third.

Level of Consumer Satisfaction towards Top Ramen
In FMCG sectors companies have to satisfy their customers, if companies fail to satisfy they will loss their customer and also the market. Consumer Satisfaction is important not only for FMCG Sector it's very important for all the

segment/sectors. So it is necessity to identify the level of consumer satisfaction towards Top Ramen. The study constitutes eight factors as Taste, Price, Packaging & Labelling, Brand Name, Quality, Healthy ingredients ,Availability in the required size and Variety in flavours are the factors considered.

Table 3: Level of Consumer Satisfaction towards Top Ramen

S. No	Factors (f)	Rank					Total
		1	2	3	4	5	
		Scale Value (x)					
		5	4	3	2	1	
1	Taste	9	12	4	0	0	25
2	Price	4	19	2	0	0	25
3	Packaging & Labelling	2	17	6	0	0	25
4	Brand Name	12	13	0	0	0	25
5	Quality	10	13	2	0	0	25
6	Healthy ingredients	4	19	2	0	0	25
7	Availability in the required size	2	15	8	0	0	25
8	Variety in flavours	0	21	4	0	0	25
	Total∑ f	43	129	28	0	0	200

Source: Primary Data x=Scale Value, f= Number of Respondents, fx= Score Value

S. No	Factors	Total Score	Average	Rank
1	Taste	105	13.125	III
2	Price	102	12.75	IV
3	Packaging & Labelling	96	12	VI
4	Brand Name	112	14	I
5	Quality	108	13.5	II
6	Healthy ingredients	102	12.75	IV
7	Availability in the required size	94	11.75	VIII
8	Variety in flavours	96	12	VI

Source: Primary Data

The satisfaction level of the consumers towards Top Ramen. It is observed from the table that Brand Name was ranked first by respondents with the average of 14. Quality was ranked second with the average of 13.5. Taste was ranked as third with the average of 13.125. Price and Healthy ingredients were ranked at fourth with the average of 12.75. Variety in flavours and Packaging & Labelling were ranked as sixth with the average of 12. Availability in the required size was ranked as eighth with the average of 11.75.

Problems faced in buying Top Ramen
When the company's sales increased defiantly they will face some problem, when the companies started to get negative feedback from their consumers, company growth will started to reduce/comes to decline stage. So the companies have to focus on the problems which are faced by their consumer and want to rectify it. If companies fail to rectify, customers will not prefer the product too long. So it is need to identify the problems faced in buying the product is very important. In this study constitutes four factors as Expired Product, availability of duplicates, Non availability of required flavor and Non availability of required pack are the factors considered.

Table 4: Problems faced in buying Top Ramen

S. No	Factors (f)	Rank					Total
		1	2	3	4	5	
		Scale Value (x)					
		5	4	3	2	1	
1	Expired Product	4	9	12	-	-	25
2	availability of duplicates	7	6	6	6	-	25
3	Non availability of required flavour	11	10	2	2	-	25
4	Non availability of required pack	8	13	2	2	-	25
	Total∑ f	30	50	33	12	-	125

Source: Primary Data x=Scale Value, f= Number of Respondents, fx= Score Value

S. No	Factors	Total Score	Average	Rank
1	Expired Product	92	18.4	III
2	availability of duplicates	89	17.8	IV
3	Non availability of required flavour	105	21	I
4	Non availability of required pack	102	20.4	II

Source: Primary Data

The Problems faced by consumer in Top Ramen. It is observed from the table that Non availability of required flavor was ranked first by respondents with the average of 21. Non availability of required pack was ranked second

with the average of 20.4. Expired Product was ranked as third with the average of 18.4. Price and Healthy ingredients were ranked at fourth with the average of 12.75. Availability of duplicates was ranked as sixth with the average of 17.8. Unhealthy was ranked as eighth with the average of 17.

Findings
- Preferring FMCG products the highest average acceptance score is for "interest to try FMCG brands" and the lowest average acceptance score is for "Access to products in Sachets".
- With regard Factors influencing to purchase Top Ramen the highest average acceptance score is for "Taste" and lowest average acceptance score is for "Availability".
- Based on Level of Consumer Satisfaction towards Top Ramen the mean value of the Brand Name have scored highest average acceptance score of 14 and lowest average acceptance score of 11.75 for Availability in the required size towards the Level of Satisfaction.
- Among the Problems faced in Top Ramen products the highest average acceptance score is for "Non availability of required flavor" and lowest average acceptance score for "Unhealthy".

Conclusion
Consumers' perception is very important for any business engaging in selling their offering to the target audience, the firm must be able to understand the mindset of the audience, how they can satisfy their needs and how they can stand out in the market, the firm must also assess the competition availing in the market and study their strengthens and weaknesses in order to gain competitive advantage over their competitors. The study was found that the impact of the Taste and quality of the products to be more prominent when compared to other variables. The study further found that the majority of the consumers face the problem of non availability of the required product in the market. The study revealed that the consumers were highly satisfied with Taste and quality of Top Ramen Noodles.

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