

# A Study on the Consumer Behaviour & Repeat Purchases with reference to Selected FMCG Brands

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## Abstract

This study aims to investigate the relationship between brand awareness and repeat purchases in the FMCG market, which will provide valuable insights into the significance of brand awareness as a key driver of customer loyalty and repeat purchases. By analysing a selected group of FMCG products, the research will explore the impact of brand recognition on consumer behaviour and the likelihood of repeat purchases. This study will provide insights into the significance of brand awareness as a key factor in driving customer loyalty and repeat purchases. Understanding the relationship between brand awareness and repeat purchases is crucial for FMCG companies to enhance their marketing strategies and increase sales.

**Keywords:** *Fast Moving Consumer Goods (FMCG), Repeat Purchases, Brand Awareness*

## Introduction

Fast-moving consumer goods (FMCG) are a category of products that are sold quickly and at a relatively low cost, such as food, beverages, cleaning and personal care products, and over-the-counter drugs. FMCG companies compete in a highly competitive market, where customer loyalty is crucial for long-term success. One key aspect of driving customer loyalty is brand awareness, which refers to the extent to which customers recognize and remember a particular brand.

Studies have shown that brand awareness plays a crucial role in consumer purchasing decisions. Customers are more likely to purchase products from brands they are familiar with and trust, which leads to increased repeat purchases. Brand awareness can be influenced by several factors, including advertising, packaging, and product quality. Additionally, packaging design can also play a significant role in attracting customer attention and increasing brand awareness. Another factor that can influence brand awareness is product quality. Products that consistently meet or exceed customer expectations can help build brand reputation and increase brand awareness. In addition to brand awareness, repeat purchases are also influenced by several other factors, including customer satisfaction, product availability, and price. Customer satisfaction is important because customers are more likely to purchase a product again if they were satisfied with their previous purchase. Product availability is also crucial because customers may not purchase a product again if it is not readily available. Finally, price is an important factor because customers may choose to purchase a similar product from a different brand if it is priced lower. Hence, factors such as advertising, packaging,

product quality, customer satisfaction, product availability, and price all play a role in determining brand awareness and repeat purchases.

## Rationale for the Study

A study on the relationship between brand awareness and repeat purchases of FMCG (Fast-Moving Consumer Goods) products is important for several reasons:

1. **Increased competition:** FMCG is a highly competitive industry where there are multiple players competing for a limited market share. Building brand awareness can help companies to differentiate themselves from their competitors, increase customer loyalty, and drive repeat purchases.
2. **Cost-effectiveness:** Repeat purchases are a cost-effective way for companies to increase revenue as it costs less to retain an existing customer than to acquire a new one. Therefore, understanding the relationship between brand awareness and repeat purchases can help companies to optimize their marketing efforts and resources.
3. **Consumer behaviour:** FMCG products are usually low-involvement purchases, which means that consumers tend to make quick decisions based on factors such as brand recognition and familiarity. Understanding how brand awareness affects repeat purchases can help companies to create effective marketing strategies that resonate with their target audience.
4. **Growth potential:** Repeat purchases can contribute significantly to a company's revenue and growth potential. By studying the relationship between brand awareness and repeat purchases, companies can identify opportunities to increase their market share, expand their customer base, and improve their bottom line.
5. **Impact of advertising:** FMCG products rely heavily on advertising to build brand awareness and drive sales. A study on the relationship between brand awareness and repeat purchases can help companies to measure the impact of their advertising campaigns on customer behaviour.
6. **Customer loyalty:** Repeat purchases are often an indicator of customer loyalty. By understanding how brand awareness affects customer loyalty, companies can develop strategies to improve customer retention and build long-term relationships with their customers.
7. **New product launches:** When launching a new FMCG product, brand awareness plays a critical role in driving initial sales. A study on the relationship between brand awareness and repeat purchases can help companies to assess the potential success of a new product launch and develop marketing strategies to maximize its impact.
8. **Cross-selling opportunities:** FMCG companies often offer a range of products under the same brand. By understanding the relationship between brand awareness and repeat purchases, companies can identify opportunities to cross-sell products to existing customers and increase revenue.

## REVIEW OF LITERATURE

- **(Seturi & Maia, 2017)**A successful brand nowadays is more than just a well-chosen and unique name or emblem. Consumer loyalty is related to a brand's performance in the marketplace. A brand must work extremely hard to achieve success and then keep it going. It necessitates persistent focus, information collection, analysis, and wise decision-making. The problem is that the brand is made up of numerous distinct features and components. The purpose of the research was to examine customer perceptions of Georgian brands in Tbilisi, the nation's capital. Following the aim of the study, the objectives of this research were to: ascertain consumer perceptions of Georgian brands and their components; ascertain consumer attitudes toward Georgian brands' benefits; and ascertain consumer linkages with successful brands. Successful Georgian brands in the Tbilisi consumer market were identified as a result of the marketing research. Several characteristics were taken into account during their evaluation procedure. A descriptive and exploratory research methodology was used. Research findings, conclusions, and suggestions are presented in the work's concluding section.
- **(BİLGİN & Yusuf, 2018)**Examining how social media marketing initiatives affect brand recognition, brand image, and brand loyalty is the goal of this study. Additionally, this research aims to examine the impact of brand awareness and brand image on brand loyalty. Consumers that actively follow the top five companies on social media, as measured by Marketing Turkey's social media brand performance data on platforms like Facebook, Twitter, and Instagram, make up the research's population. In this study, a quantitative approach was taken, and convenience sampling was utilized to select 547 brand fans to participate in online questionnaires that were then published on social media. Structural equation modelling has been used to examine the data that was gathered (SEM). As a consequence of the investigation, social media marketing initiatives have been discovered to have a positive impact on brand recognition and brand loyalty, as well as brand image and loyalty. Additionally, it has been discovered that brand loyalty is significantly influenced by brand awareness and brand image.
- **(Sasmita & Suki, 2015)**The objective of this paper is to investigate how brand equity among young customers is impacted by brand associations, brand loyalty, brand awareness, and brand image. Using the Statistical Package for Social Sciences computer program version 21, descriptive, correlation, and multiple regression analysis were performed on data from 200 young consumers. Empirical findings from numerous regression analyses confirmed that brand equity among young customers is mostly influenced by brand awareness. These young customers use social media to express their opinions and learn more about a specific product or brand. When compared to similar products or brands, they can easily identify the specific brand or product, and they can learn about its appearance and features from social media. Empirical findings add to the body of knowledge on consumer behaviour since future researchers will be able to explain how the current study has helped them comprehend the value of brand equity among young customers in Malaysia, thanks to the advanced quantitative data analyses that were used.
- **(Nguyen, Barrett, & Miller, 2011)**This paper compares Thailand and Vietnam, two growing markets, on certain important brand loyalty antecedents. A model that incorporates important brand loyalty factors such as perceived quality, brand awareness, advertising attitudes, and distribution intensity was tested

using a sample of 603 female consumers of international shampoo brands, including 304 consumers in Bangkok, Thailand, and 299 users in Hanoi, Vietnam, using structural equation modelling. The study discovered that there are beneficial correlations between brand awareness and perceived quality, brand awareness and advertising attitudes, distribution intensity and brand awareness, and brand awareness and perceived quality in both markets. Only the Vietnamese market revealed a connection between brand awareness and brand loyalty, and only the Thai market revealed a link between advertising attitudes and perceived quality. In both markets, there was no correlation between distribution intensity and perceived quality.

- **(Stocchi & Fuller, 2017)** This study compares the brand equity strengths of several consumer segments (non-users, light users, and heavy users), as well as two marketplaces, in terms of how much brand awareness and brand image influence purchase propensity (soft drinks and banking, representing a repertoire and a subscription context, respectively). A scalable customer-based brand equity (CBBE) framework is used to achieve this goal because it accurately reflects how brand awareness and brand image, on a continuum of brand knowledge, support purchase propensity. The framework serves as a tool for the examination of brand equity strength and is applied to a sizable set of longitudinal consumer survey data obtained from the same customers and for both markets, along with several empirical tests. The three consumer groupings taken into account show significant variances, particularly when it comes to brand image values, which are often higher for more devoted customers. Additionally, compared, banking brands have stronger overall brand equity than soft drink companies emphasizing how crucial it is in practice to identify and manage variations in brand equity strength among consumer categories with various levels of brand loyalty.
- **(Rambocas, Kipalani, & Simms, 2018)** This study aims to investigate the link between brand equity and consumer behaviour, including intentions to make repeat purchases, willingness to pay a premium price, switching, and spreading the good word of mouth. It goes on to examine the moderating effects of customer age, education, and gender as well as the mediating role of customer satisfaction in these connections. Structural equation modelling was used to evaluate data from 283 banking customers. The findings showed a significant correlation between brand equity and all four behavioural intent indicators, with customer happiness serving as a partial mediating factor. The findings also indicated the moderating role of customer age and education in the link between customer happiness and switch. The research provides a comprehensive knowledge of how brand equity affects customer behavioural intentions. It also illustrates how demographic factors and customer satisfaction have to mediate and moderate impacts.
- **(Oh & Fiorito, 2002)** Building brand loyalty, reaching brand-loyal customers, and providing those customers with satisfied products are massive tasks that must be accomplished by a firm to be dominant (i.e., long-term success). This study sought to identify devoted clients to particular apparel brands by examining their purchasing patterns, self-perceptions, and demographics. Additionally, post-purchase effects based on apparel features for brand-loyal clients were examined. The survey measured brand loyalty, consumer decision-making, and demographics and was based on a self-administrated pilot study. The information was gathered through 328 questionnaires that adult completed by adult women in Seoul,

Korea revealed that 24.4 percent of the sample was brand-loyal customers when buying t-shirts, 42.2 percent were brand-loyal customers when buying pants, and 38.7 percent were brand-loyal customer when buying jackets. The results of the multiple discriminant analysis revealed several important factors that can be used to distinguish between brand-loyal customers and non-loyal customers. Post-purchase satisfaction varied dramatically between brand-loyal customers who paid a high price and those who paid a low or medium price.

- **(Chang & Chen, 2008)** This study aims to determine whether customer purchase intention toward an online retailer is influenced by online environment cues (website quality and brand), and whether this impact is mediated by customer trust and perceived risk. In the context of an online shopping environment, the study also sought to evaluate the degree of reciprocity between consumer trust and perceived risk. The study suggested a stimulus-organism-response-based research methodology for examining the links between the constructs. This work also created a non-recursive model. Structural equation modelling was used to conduct empirical studies following the validation of measurement scales. The results show that website quality and brand influence consumer purchase intention by influencing consumer trust and perceived risk. Notably, this study reveals that the brand of the website has a greater influence on customers' buying intentions than the website's quality. The study also shows that there is a reciprocal relationship between perceived danger and trust.
- **(Jensen, 2011)** The purpose of this study is to evaluate the applicability of the customer loyalty framework developed by Dick and Basu for the market for grocery products. The article addresses several anticipated antecedents and repercussions to consumer loyalty in the grocery goods market after briefly introducing Dick and Basu's approach. Next, empirical data from a sizable survey studying brand loyalty across five supermarket product categories are used to assess the four loyalty categories and the hypothesized links with antecedents and consequences. Survey data from 348 households were used to test the hypothesized relationships. The findings confirm that all four of Dick and Basu's loyalty typologies exist in the product categories under investigation, and they also show that there are variances between product categories in terms of the percentage of loyalty categories that exist in each. The findings also corroborate Dick and Basu's hypotheses about connections between relative attitude and related antecedents and outcomes. Finally, compared to women, men are reported to have lower levels of consumer loyalty. The study demonstrates that it is still possible for marketers to develop devoted customers, at least within particular categories of supermarket products. True loyal customers are much more inclined to delay their purchases if the store is out of their preferred brand, the least likely to switch to another brand if it's on sale, and less interested in variety seeking, which emphasizes the need of cultivating true loyalty.
- **(Kayaman & Arasli, 2007)** The goal of the paper is to better conceptualize customer-based hotel brand equity by examining the relationships between the four brand equity components—awareness, loyalty, perceived quality, and image—in the hotel business. The scale developed to measure consumer-based brand equity included brand awareness, brand loyalty, perceived quality, and brand image. The paper is based on the findings of earlier investigations. The relationships of the suggested model Path analysis

were examined in the current study using a sample of 345 real guests from 11 different nations who stayed in hotels in North Cyprus. The results of this paper provide evidence in favour of the three-dimensional model of customer-based brand equity in the hotel sector. In the studied hotel model, the brand awareness dimension was not shown to be significant. By exploring the construct's dimensions, the current study advances our understanding of customer-based brand equity measurement.

- **(Srivastava & Sharma, 2013)**The current study intended to examine how customer attitudes towards brand extension across three product kinds, namely FMCG, durable goods, and services (FDS) sectors, are affected by perceived quality, brand extension incongruity, engagement, and perceived risk. The study's primary goal was to investigate the significance of an involvement profile, which includes relevance, pleasure, sign value, risk importance and likelihood, as well as perceived risk dimensions (financial, psychological, and performance), in the FDS's acceptance of brand extension. Results showed that the influence of factors varied significantly among the three product kinds. In comparison to FMCG and durables, services were more affected by perceived quality. As opposed to FMCG brand extensions, perceived risk and engagement had a greater impact on the appraisal of durables and services.
- **(Lazarevic, 2012)** The goal of this paper is to make the case that, to enhance brand loyalty among the famously disloyal demographic, marketers must establish a relationship between their brand and generation Y consumers through a variety of procedures. Theoretical claims and a conceptual model that provides approaches to improve generation Y brand loyalty are based on a comprehensive examination of generation Y consumer literature. According to research, brands and generation Y consumers might be regarded as being more congruent with one another when using existing marketing tools such as integrated marketing communications and branding. This is required to establish a connection with the brand and foster greater brand loyalty. This paper bridges knowledge gaps about how to persuade fickle generation Y consumers to become brand loyalists. The paper also emphasizes the significance of integrated marketing communications theory, branding, and celebrity endorsement and how these elements can be used to affect generation Y consumers' views of congruence and foster a relationship with the company that will increase brand loyalty.
- **(Gomes, Fernandes, & Brandão, 2016)**Due to the expectation that consumers will choose more reputable brands to reduce risks, brands have historically been seen as a crucial asset and a source of competitive advantage in purchase decisions. Brands' function in commercial markets, however, is uncertain and poorly understood. The goal of this study is to examine the importance of brands and their primary determinants in business-to-business (B2B) purchase settings. To assess brand relevance to other deciding variables in a B2B setting, a study model was created. The model takes into account the buying circumstances, decision-maker characteristics, and business size as factors of brand relevance in the decision-making process and is based on frameworks created by Zablah et al. (2010) and Mudambi (2002). Three firms from one of the most well-known construction organizations in Portugal were selected as the study's sample. A convenience sample of 87 decision-makers was assembled using data from a self-administered, online, cross-sectional survey. According to research, brand-related traits are important in B2B rational decision-making processes as well. Brands do not, however, matter to all organizational

buyers or under all circumstances. Brand reputation, prior purchases, and brand awareness all appeared to affect brand relevance across a variety of buying contexts and decision-maker traits. Only company size was found to not be a reliable indicator of brand significance in the B2B purchase process.

- **(Pope, 1998)** Despite claims that brand attitudes and purchase intention are influenced by sponsorship awareness, the data is primarily anecdotal or limited to specific situations in specific product categories. This paper discusses the outcomes of a study on sponsorship awareness about consumer values and connects them to brand attitudes and product usage. The findings imply that while sponsorship knowledge can influence consumption values, those values' affected elements may not always be the same as those that affect how a brand is used or how consumers feel about it. Before beginning sponsorship programs, it is advised that sponsors carefully consider what features of certain values they desire to influence.
- **(Esch, Langner, Schmitt, & Geus, 2006)** To demonstrate how brand knowledge and brand relationships impact present and future purchases, the goal of this paper is to provide a comprehensive model that includes both viewpoints on brands. The importance of the overall model and the designated paths are tested in the paper using structural equation modelling. It has been discovered that brand awareness primarily has an indirect impact on current purchases while brand image primarily has a direct impact. In contrast, neither aspect of brand knowledge directly influences future purchases; rather, brand knowledge influences future purchases through a brand relationship route that includes brand satisfaction, brand trust, and brand attachment. As a result, brand knowledge alone is insufficient for long-term brand strength; brand connection aspects must also be considered.
- **(Xue, 2008)** The purpose of this paper is to investigate the moderating role of product involvement in predicting the effects of self-concept and consumption situations on consumers' situational decision-making. In a repeated measures test, participants' product involvement was taken into account as a covariate to examine the connections between product involvement, self-concept, and consumption situation. The findings revealed that self-concept and consumption context were both determining variables in a situational brand choice for customers who were very involved with the product. The situational brand choice of consumers who were not very invested in the goods, however, was exclusively dependent on the situational aspect and not their self-concept.
- **(Twine & Ruckman, 2005)** This case study examines how consumers perceive Tactel as a result of Invista's marketing approach to building Tactel's brand awareness. It also examines whether consumers' perceptions of the product and its advantages match Invista's goals. Tests were done using consumer clothing comparisons, questionnaires, and interviews. It was found from interviews conducted with representatives of companies involved in a UK-based supply chain producing Tactel lingerie during both the Autumn/Winter (A/W) 2000-2001 and A/W 2003-2004 seasons that all representatives agreed that consumers do not understand the meaning of Tactel and do not understand its benefits. The results from the consumer questionnaire confirm this view as consumers were not able to identify keywords associated with Tactel effectively. It was found from the consumer garment comparisons test, however, that although consumers may not be sure about the particular attributes of Tactel and its benefits awareness of the brand has increased following a very focused brand promotion since A/W 2000-2001. Whilst Tactel may not

mean anything to consumers, it is now becoming an integral part of consumers' vocabulary in the A/W 2003-2004 season as Invista had intended.

### **Gap in literature**

- Insufficient understanding of the impact of brand loyalty and brand trust on repeat purchases.
- Lack of research on the impact of brand image on repeat purchases.
- Limited understanding of the influence of demographic factors, such as age, income, and education, on brand awareness and repeat purchases.
- Little research on the impact of the price on brand awareness and repeat purchases.
- Little understanding of the influence of product availability and product accessibility on brand awareness and repeat purchases.

## **METHODOLOGY**

### ***Problem identification***

1. To what extent does brand awareness influence consumer behaviour in repeat purchases of FMCG products needs to be identified.
2. How brand awareness impacts consumer perception of FMCG products and their purchasing decisions, is not known.
3. How important the different key factors that contribute to brand awareness in the FMCG market, is unknown.

### ***Problem Statement***

"The impact of brand awareness on repeat purchases in the Fast-Moving Consumer Goods (FMCG) industry remains under-investigated despite its significance for both consumers and businesses. This study aims to fill this gap by exploring the relationship between brand awareness and repeat purchases of FMCG products. The goal is to understand the extent to which brand awareness affects consumer behaviour and drives repeat purchases in the FMCG market, and to identify the key factors that influence repeat purchases among consumers."

### ***Research Objectives***

1. To examine the effect of brand awareness on repeat purchases of FMCG products.
2. To determine the key factors that drive repeat purchases among FMCG consumers.
3. To find out how loyal various consumers are towards FMCG Brands.

### ***Variables of the study***

1. Independent variable: Brand Awareness
2. Dependent variable: Repeat Purchases
3. Other Confounding or Mediating variables:
  - i. Consumer demographic variables: age, gender, income, education etc
  - ii. Consumer attitudes and beliefs: brand loyalty, brand trust, product satisfaction etc



- iii. Marketing mix variables: product quality, price, promotion and place(distribution)
- iv. Competitor factors: market share, brand image, product offerings etc
- v. Consumer behaviour variables: purchase behaviour, decision-making style, etc.

### ***Data collection***

Primary data is original data that is collected specifically for a particular research study. It is first-hand information that has not been previously published or used for any other research purpose. The collection of primary data is an important step in the research process as it provides researchers with the information needed to answer their research questions.

In the survey: Electronic Survey with Google Docs has been used.

### ***Research Instruments***

The research instrument used in this study was a self-administered questionnaire. The questionnaire was designed to gather information on the relationship between brand awareness and repeat purchases of FMCG products. The questionnaire consisted of both closed-ended and open-ended questions and was designed to be completed in approximately 5 minutes. Participants were asked to complete the questionnaire voluntarily. The data collected from the questionnaire was used to explore the relationship between brand awareness and repeat purchases.

### ***Sampling Design***

#### ***Target Population:***

The target population of this research is all the consumers who purchase and use FMCG products.

#### ***Sampling elements***

Sampling elements were the consumers of different genders and ages, from the Target Population, buying FMCG products and consuming them.

#### ***Sample Size***

The sample size for this research was 158 respondents.

#### ***Sampling Technique***

As for this study, the Non-Probabilistic Sampling Approach (Convenience Design) has been chosen, where the elements do not have any probabilities attached to their being chosen as sample subjects.

## DATA ANALYSIS

### *Demographic Profile of Respondents*

Gender	Frequency	Percentage
Male	59	37.30%
Female	99	62.70%
Prefer not to say	0	0%
<b>Total</b>	<b>158</b>	<b>100%</b>
Age	Frequency	Percentage
Under 18	14	8.90%
18-30	63	39.90%
31-45	36	22.80%
45-60	41	25.90%
60 or older	4	2.50%
<b>Total</b>	<b>158</b>	<b>100%</b>
Marital Status	Frequency	Percentage
Married	82	51.90%
Unmarried	76	48.10%
<b>Total</b>	<b>158</b>	<b>100%</b>
Education	Frequency	Percentage
SSC	17	10.80%
HSC	14	8.90%
Undergraduate	49	31%
Graduate	60	38%
Post Graduate	18	14.10%
PhD	0	0%
<b>Total</b>	<b>158</b>	<b>100%</b>
Occupation	Frequency	Percentage
Student	67	42.40%
Home-maker	36	22.80%
Employee	27	17.10%
Business Owner	26	16.50%
Unemployed	0	0
Retired	2	1.30%
<b>Total</b>	<b>158</b>	<b>100%</b>
Family size	Frequency	Percentage
1 member	1	0.60%
2 members	2	1.30%
3 members	24	15.20%
4 members	67	42.40%
5 members or more	64	40.50%
<b>Total</b>	<b>158</b>	<b>100%</b>

## *Purchase Habits of Respondents*

<b>Method of Purchase</b>	<b>Frequency</b>	<b>Percentage</b>
<b>In-store</b>	38	24.10%
<b>Online</b>	13	8.20%
<b>Both in-store and online</b>	107	67.70%
<b>I do not purchase FMCG products</b>	0	0%
<b>Total</b>	158	100%
<b>Frequency of Purchase</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Every day</b>	14	8.90%
<b>Once a week</b>	71	44.90%
<b>Once a month</b>	52	32.90%
<b>Once every 3 months</b>	20	12.70%
<b>Less frequently</b>	1	0.60%
<b>Total</b>	158	100%
<b>Products</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Snacks</b>	117	74.05
<b>Beverages</b>	68	43.04
<b>Personal care products</b>	94	59.49
<b>Cleaning supplies</b>	71	44.94
<b>Others</b>	12	7.59

"In-store," "Online," "Both in-store and online," and "I do not purchase FMCG products" are among the options. In-store purchases were made by 38 people, accounting for 24.1% of the total population. Only 13 people made online purchases, accounting for 8.2% of the total population. The vast majority of the population, accounting for 67.7%, made purchases both in-store and online. There were no people in this population who did not buy FMCG products. This data suggests that the most common method of purchasing FMCG products is through both in-store and online methods, indicating a preference for flexibility and convenience. Every day, 14 people made purchases, making up 8.9% of the total population. The majority of the population, 44.9%, made a weekly purchase. There were 52 people who made purchases, accounting for 32.9% of the total population. 20 people made purchases every three months, accounting for 12.7% of the total population. Only one person purchased less frequently, accounting for 0.6% of the total population. This data suggests that the most common frequency of purchasing FMCG products is once a week, followed by once a month. There are also a significant number of individuals who purchase FMCG products once every 3 months. The most frequently purchased category of FMCG products is "Snacks," with 117 individuals purchasing this product. The next most frequently purchased category is "Personal care products", with 94 individuals purchasing this product. "Beverages" and "Cleaning supplies" were also commonly purchased, with 68 and 71 individuals respectively. Only 12 individuals purchased products that fell under the "Others" category. This data suggests that the most popular categories of FMCG products are "Snacks" and "Personal care products", indicating a focus on indulgence and self-care. "Beverages" and "Cleaning supplies" are also commonly purchased, suggesting a focus on refreshment and cleanliness.

## *Brand Preference*

<b>Brands</b>	<b>Frequency</b>
<b>HUL</b>	61
<b>ITC</b>	60
<b>Nestlé</b>	91
<b>Britannia</b>	94
<b>Godrej</b>	38
<b>Patanjali</b>	48
<b>Dabur</b>	43
<b>Others</b>	57
<b>Channels</b>	<b>Frequency</b>
<b>Search engines (like Google)</b>	66
<b>Social media</b>	87
<b>Brand websites</b>	48
<b>Consumer reviews</b>	50
<b>Friends and family</b>	88
<b>In-store displays</b>	89
<b>Others</b>	21

The most frequently purchased brand is “Britannia,” with 94 individuals purchasing this brand. The next most frequently purchased brand is “Nestlé”, with 91 individuals purchasing this brand. “HUL” and “ITC” were also commonly purchased, with 61 and 60 individuals respectively. The least commonly purchased brands were “Godrej” and “Dabur”, with 38 and 43 individuals respectively. This data suggests that the most popular brands of FMCG products in this sample population are “Britannia” and “Nestlé,” with “HUL” and “ITC” following closely behind. The most used channel is "In-store displays", with 89 individuals using this channel. The next most commonly used channels are "Friends and family" and "Social media", with 88 and 87 individuals respectively. "Search engines" and "Consumer reviews" were also commonly used, with 66 and 50 individuals respectively. This data suggests that individuals in this sample population rely heavily on recommendations from "Friends and family" and information from "In-store displays" when gathering information about FMCG products. "Social media" is also a popular channel for information gathering, indicating a growing trend in online product research.

## *Factors affecting Purchase of FMCG Products*

<b>Factors</b>	<b>Mean</b>
<b>Price</b>	4.41
<b>Brand Name</b>	4.19
<b>Product Quality</b>	4.81
<b>Discounts and promotions</b>	3.89
<b>Product Ingredients</b>	4.4
<b>Packaging</b>	3.92
<b>Recommendations from friends or family</b>	3.69

This is followed by price, which has a mean score of 4.41, and product ingredients, which have a mean score of 4.4. Brand name also appears to be a significant factor for consumers, with a mean score of 4.19. Discounts and promotions, packaging, and recommendations from friends or family appear to be less important factors for consumers when making a purchasing decision, with mean scores of 3.89, 3.92, and 3.69, respectively. Overall, these results suggest that consumers place a high value on the quality and ingredients of FMCG products and are willing to pay a premium for these features. Brand name also appears to be an important consideration for many consumers.

### ***Brand Loyalty***

<b>Particulars</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Yes</b>	133	84.2%
<b>No</b>	25	15.8%

133 (84.2%) respondents answered "Yes" and 25 (15.8%) answered "No". Based on the data, it can be interpreted that a large majority of respondents (84.2%) tend to stick to a particular FMCG brand when making a repeat purchase of a product. This indicates that brand loyalty is a significant factor in consumer behaviour toward FMCG products. However, it should be noted that 15.8% of respondents answered "No", indicating that some consumers may not be loyal to a particular brand and may switch to different brands for repeat purchases.

### ***Switching due to Lower Competitor Price***

<b>Particulars</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Very unlikely</b>	10	6.3%
<b>Somewhat unlikely</b>	16	10.1%
<b>Neutral</b>	66	41.8%
<b>Somewhat likely</b>	46	29.1%
<b>Very likely</b>	20	12.7%
<b>Total</b>	158	100%

Based on the data, 6.3% of respondents answered "Very unlikely", 10.1% answered "Somewhat unlikely", 41.8% answered "Neutral", 29.1% answered "Somewhat likely", and 12.7% answered "Very likely" to the question of how likely they are to switch from a FMCG brand they regularly purchase to some other brand if they offer a similar product at a lower price. This suggests that a majority of respondents (41.8%) may not have a strong inclination one way or the other towards switching to a different brand if they offer a similar product at a lower price. However, a significant portion of respondents (41.8%) indicated that they are at least somewhat likely to switch to a different brand if they offer a similar product at a lower price. Overall, price is likely an important factor for a substantial portion of consumers when making purchasing decisions for FMCG products.

### *Switching due to Same Competitor Price*

Particulars	Frequency	Percentage
Very unlikely	18	11.4%
Somewhat unlikely	28	17.7%
Neutral	64	40.5%
Somewhat likely	35	22.2%
Very likely	13	8.2%
<b>Total</b>	<b>158</b>	<b>100%</b>

Based on the given data, 11.4% of respondents answered "Very unlikely", 17.7% answered "Somewhat unlikely", 40.5% answered "Neutral", 22.2% answered "Somewhat likely", and 8.2% answered "Very likely". This suggests that a majority of respondents (40.5%) may not have a strong inclination one way or the other toward switching to a different brand if a new brand offers a similar product at the same price. However, a significant portion of respondents (30.4%) indicated that they are at least somewhat likely to switch to a different brand if a new brand offers a similar product at the same price. Overall, this indicates that brand loyalty is an important factor for a majority of consumers when making purchasing decisions for FMCG products, but price may be a significant factor in influencing their decision to switch to a new brand that offers the same product at the same price.

### *Factors affecting Switching to other brands*

Factors	Frequency
Lower price	65
Better quality	132
Better availability in stores	63
Better variety of products	68
More convenient packaging	22
Others	6

Based on the given data, the most stated factor that would make respondents switch from the FMCG brand they use regularly to some other brand is "Better quality" with a frequency of 132. The second most common factor is "Lower price" with a frequency of 65. "Better variety of products" and "Better availability in stores" were also cited as important factors with frequencies of 68 and 63, respectively. "More convenient packaging" was cited by 22 respondents and only 6 respondents mentioned "Other factors". Overall, these results suggest that product quality is the most important factor for respondents when making purchasing decisions for FMCG products. Price also comes out as a significant factor.

## FINDINGS

Sr. No.	Objectives	Findings
1.	To examine the effect of brand awareness on repeat purchases of FMCG products.	<p>The data suggests that brand familiarity is an important factor in influencing consumer purchase decisions for FMCG products. A significant percentage of respondents (64.5%) either somewhat agreed or strongly agreed that they are more likely to purchase an FMCG product if they are already familiar with the brand. Therefore, companies should focus on building brand recognition and awareness to attract and retain customers.</p> <p>The findings from the data indicate that familiarity with an FMCG brand has a significant impact on consumer behaviour and purchase decisions. A large majority of respondents (88.6%) believe that familiarity with a brand influences their decision to buy its products again. This suggests that brand recognition and awareness are important factors for companies to consider in building brand loyalty and repeat purchases. Therefore, companies should also focus on other factors such as product quality, pricing, and customer service to ensure customer satisfaction and loyalty.</p> <p>The data suggests that brand name plays a significant role in the repeat purchase decisions of consumers when it comes to FMCG products. The majority of respondents (77.2%) indicated that they would make a repeat purchase of an FMCG product if it had a good brand name in the market. This indicates that a good brand name may act as a signal of product quality, reliability, and reputation, which may influence consumers' purchasing decisions.</p>
2.	To determine the key factors that drive repeat purchases among FMCG consumers.	Based on the given data, the most important factor for consumers when deciding to purchase an FMCG product is the product quality, with 131 respondents ranking it as very important. The next most important factor is Price, with 91 respondents ranking it as very important. Brand name is also an important factor for consumers, with 70 respondents ranking it as very important. Discounts and promotions, product ingredients, and packaging are also considered important by a significant number of consumers, with 66, 85, and 71 respondents respectively ranking them as very important or important.

		<p>Recommendations from friends or family are the less important factor for consumers as compared to other factors, with only 38 respondents ranking it as very important. Overall, consumers seem to place the highest value on product quality, price and brand name when making purchasing decisions for FMCG products</p> <p>The finding from the data is that quality is considered the most important factor by a large majority of respondents when making a repeat purchase of an FMCG product. 88.6% of respondents prioritize quality over price, suggesting that they value the quality of the product more than its cost. This finding highlights the importance of quality in building customer loyalty and repeat purchases in the FMCG industry. It also suggests that companies should focus on maintaining the quality of their products to retain their customers.</p> <p>The data suggests that packaging plays a significant role in the repeat purchase decisions of 54.4% of respondents, indicating that the visual appeal and convenience of the packaging can influence consumer behavior. This finding highlights the importance of packaging design and marketing for FMCG products, as it can help attract and retain customers.</p>
3.	To find out how loyal various consumers are towards FMCG Brands.	<p>The data indicates that brand loyalty is important for a significant proportion of respondents when it comes to purchasing fast-moving consumer goods (FMCG) products. Only a small percentage (1.9%) of respondents believed that brand loyalty was not important at all. These findings suggest that brand loyalty plays a significant role in the purchasing decisions of many consumers when it comes to FMCG products, highlighting the importance of strong branding strategies for FMCG companies.</p> <p>The data indicates that a large majority of respondents (84.2%) tend to stick to a particular FMCG brand when making a repeat purchase of a product. This suggests that brand loyalty is a significant factor in the purchasing behaviour of consumers when it comes to FMCG products. These findings highlight the importance of brand loyalty for FMCG companies and the need to maintain strong branding strategies to retain customers.</p> <p>The data indicates that a substantial proportion of respondents (41.8%) may not switch from a regularly purchased FMCG brand to another brand even if they offer a similar product at a lower price. The findings</p>



		<p>suggest that price is an important factor in consumer behaviour towards FMCG products.</p> <p>The data indicates that a majority of respondents (40.5%) may not be likely to switch to a different brand of an FMCG product they regularly purchase even if a new brand offers a similar product at the same price. This suggests that brand loyalty is an important factor for a majority of consumers.</p> <p>The data shows that the most important factor that would make respondents switch from the FMCG brand they use regularly to some other brand is "Better quality" with a frequency of 132. This highlights that product quality is a key determinant in consumer decision-making for FMCG products. Additionally, "Better variety of products" was cited as the second most important factor, indicating product selection is important. "Price" was also selected by many respondents as a factor indicating that price is also a significant consideration for consumers. Respondents also cited "Better availability in stores" as an important factor, indicating that convenience of purchase is also important.</p>
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## Demographic Findings

1. There were 99 female participants and 59 male participants in the survey.
2. The majority of respondents were between the ages of 18 and 30.
3. The ratio of married to single people was nearly equal, with the number of married people being somewhat higher.
4. The majority of respondents were graduates.
5. The highest number of employed persons, including both business owners and employees, was found.
6. Most of the respondents had a family size of 4 members.

## Discussion

In conclusion, the findings of this research provide strong evidence that brand awareness has a positive impact on repeat purchases of FMCG products. The study has demonstrated that consumers who are aware of a brand are more likely to make repeat purchases of that brand. This indicates that building brand awareness is a critical aspect of marketing for FMCG companies, as it can lead to increased customer loyalty and higher sales.

It can also be concluded that brand loyalty is a significant factor in the purchasing behaviour of consumers, with a large majority tending to stick to a particular brand when making a repeat purchase of a product. Product quality, brand familiarity, and price are the most important factors influencing consumer purchase

decisions for FMCG products. Packaging, promotions, and product ingredients are also considered important by a significant number of consumers.

Overall, this research highlights the significant role of brand awareness in driving repeat purchases of FMCG products. These findings also show the importance of building strong branding strategies, maintaining product quality and considering pricing strategies to attract and retain customers in the highly competitive FMCG industry where several of the largest companies in the world are already competing for market dominance including HUL, ITC, Britannia and Dabur.

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