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**Buying Behaviour of Consumers towards selected Household Care Products  
(A Case study in Nizamabad District of Telangana state)**

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**ABSTRACT**

Fast Moving Consumer Goods (FMCGs) constitute a large part of consumer's budget in all countries. India is no exception to this. The Consumer Behaviour plays an important role in marketing of Fast Moving Consumer Goods. Keeping in view the frame of references the present paper is an attempt to study the factors affecting the Consumer Buying Behaviour towards selected household care Products. Because, of these factors, the FMCG market in India is expected to grow from US\$30 billion in 2011 to US\$74 billion in 2018. Hence, the buying behaviour of consumer has become a hot topic for discussion. For this study the primary data has collected from 200 respondents from Nizamabad District with structured questionnaires. The secondary data has been collected from various Books, Websites and Articles. In this regards Television is the powerful factor to spreading the information to final Consumers.

Keywords: FMCG, Household Care Products, Consumer Buying Behaviour, Television.

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**Introduction to Conceptual frame work**

Consumer is one who consumes the goods & services product. The aim of marketing is to meet and satisfy the Consumer needs and wants. The modern marketing concept makes customers the centre stage of organisation efforts. The focus, within the marketing concepts is to reach target and largest customer's sets ball rolling for analysing each of the conditions of the target market<sup>1</sup>

Consumer behaviour can be defined as "the decision making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services". This definition clearly

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<sup>1</sup>. Geeta Sonkusare, "Impact of television advertising on buying behaviour of women consumers(with special reference to FMCG products)" IJBMI, Volume 2 Issue 3//March//2013 pp 31-38.

brings out it is not just the buying of goods / services that receives attention in consumer behaviour, but the process starts much before the goods have been acquired or bought. The study Consumer Buying Behaviour is the study of how individuals make decisions to spend their available resources (time, effort, money) on consumption related item. It includes the study of what they buy it, where they buy it, how they buy it and how often they use it. It is important to know how consumer reacts towards different products. Buying behaviour involves a complicated series of stimulus and response<sup>2</sup>.

Fast Moving Consumer Goods (FMCG) are popularly known as Consumer Packaged Goods. Items in this category include all consumables, people buy at regular intervals. The most common Household Care Products are Detergent powders, Dish washing powders, Floor cleaners, Toilet cleaners, Mosquito repellents etc. These items are meant for daily of frequent consumption<sup>3</sup>.

According to the study conducted by AC Nielsen, the top 10FMCG Companies in India with the branded based.

1. Hindustan Unilever Ltd
2. Indian Tobacco Company
3. Nestle India
4. GCMMF(AMUL)
5. Dabur India
6. Asian Paints
7. Cadbury India
8. Britannia Industries
9. Procter&Gamble Hygiene and Health care
10. Marico Industries

(Source: FMCG Industry in India 2016- Trends, Overview, Aanalysis-Shine.com)

### **Objectives of the Study**

The main objective of the study is what factors influencing on buying behaviour of consumer towards selected House Care Products in Nizamabad District and following are sub objectives of the study.

1. To present the Demographic and Socio economic profile of the Consumers in Nizamabad District
2. To study the consumer brand preference towards House Care Products in Nizamabad District
3. To analyse the which factors influenced the consumers to buy the House Care Products in Nizamabad District
4. To know the satisfaction level towards House Care Products in Nizamabad District

### **Research Methodology**

The present study was undertaken to understand the buying behaviour of the consumers towards selected House Care Products and to know the factors which influences the buying behaviour and how these factors play an important role in buying decision. The data required for the study were collected from the sample respondents of Nizamabad District of Telangana state by personal interview method using well structured questionnaire. The total sample selected 200 which influenced the urban and rural consumers. The major part of the data collected from primary data and primary data has been supplemented by secondary sources of information available from various books, records, annual reports and other publications wherever required. The data gathered has been

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<sup>2</sup> Dr. S. Mahlingam, "A Study on consumer behaviour towards selected fast moving consumer goods in Coimbatore city", *IJEIM*, Vol: 1 Issue 11/November 2012//ISSN:2277-5374, PP 500-507

<sup>3</sup> Dr. Vibuti, "A Case study on consumer buying behaviour towards selected FMCG products" *IJSRM*, Vol:2, Issue 8,2014,PP 1168-1182.

processed and tabulated by using M.S.Excel software and in part manually. Simple statistical tools have been used to analyse the data.

### Need for the Study

The House Care Products in FMCG sector shows tremendous growth in last few years compares to other sectors, investors to make their investment in his sector only. However there is high growth tendency for House Care Products in FMCG sector, it faces some difficulties in achieving their destination. Hence, the purpose of this study is to identify the force that influences on consumer shopping pattern particularly in Nizamabad District.

### Sampling Design

For this study Convenient Sampling method was used. This study conducted in various places in Nizamabad District and as the population is very high the researcher couldn't conduct a census study, due to time constraint Convenient Sample was followed.

### Review of Literature

The study focused on gaining insight in to the influence of various factors on the purchase behaviour of rural consumers. The factors included were related to the personal care brands and rural consumers. The study did not take into consideration about the influence of advertising and other promotional factors. From the study it is evident that quality of personal care brands were given more emphasis and the difference in educational level of respondents is significant in case of certain factors namely quality, nearness to selling point and retailer. With increased education the rational thinking of rural consumers is improved and impulse the buying is reduced. They make more rational decisions even though they belong to the rural regions. Income had a significant difference across marital status and gender respondents in influencing their purchase decision. Majority of the consumers do not mind visiting towns to purchase good quality brands of personal care products. Further, the marketers must constantly monitor the rural consumer purchase behaviour through local retailers and seek their assistance in curbing fake brands<sup>4</sup>.

As indicated by this research, Indian consumers and shoppers in the hair care market experience influence from various factors. These sources of influence, if properly managed by the marketers of hair care products, act as facilitators for sellers during the marketing and selling process. For instance, brand that have been in the market since long, such as HUL and P&G, can leverage the trust worthiness of their lineage to affect the buyers behaviour at the time of decision making and purchase. Similarly, parameters such as quality can be stressed upon in marketing communications and testimonials on social platforms to positively the consumers buying behaviour<sup>5</sup>.

Any nation economic development is based on those Nations natural resources, efficient human resources and appropriate utilization of such resources. There is no doubt about it that rural market has high potential for introducing new non-durable products for new entrants in the rural markets. At last, it can be suggested to all the marketers "Go Rural" because there is lot potential for marketing of products<sup>6</sup>.

It is found that rural buyers perceived that TV commercials followed by print advertisements and word of mouth plays a significant role for taking the decision to purchase these FMCGs. Further, they consider their own experience, display at shops, incentive schemes for the purchase of these FMCGs, where they do not fully agree that advice of beautician influences their decision towards the purchase of these FMCGs. Therefore, it may be recommended that the producers or marketers should

<sup>4</sup> P.Prialatha and Dr.K.Malar Mathi, "a Case study on factors influencing rural consumer buying behaviour towards personal care products in Coimbatore district" Vol:2 Issue 9, September//2011// ISSN 0976-2183

<sup>5</sup> Ms.Rashmi, "study of buying behaviour of Indian consumers in the hair care product market", scholars world-IRMJCR, Vol:1, Issue 3, November//2013// ISSN 2320-3145.

<sup>6</sup> Dr.Rambabu Gopiseti and Dr.T.Satyanarayana Chary, "consumer brand preference towards non-durable products in rural markets(a study of selected villages in Nizamabad district of Andhra Pradesh).

frame ethical advertising strategies keeping in mind that rural people are fond of electronic and print media advertisements<sup>7</sup>.

**Table: 1:** Demographic and Socio-Economic profile of the sample Respondents

Profile		Frequency	Percentages
Age	Below 20 years	60	30
	21 to 40 years	88	44
	41-60 years	40	20
	61 and Above	12	06
	<b>TOTAL</b>	<b>200</b>	<b>100</b>
Marital Status	Un-Married	68	34
	Married	132	66
	<b>TOTAL</b>	<b>200</b>	<b>100</b>
Social Category	OC	44	22
	BC	96	48
	SC	36	18
	ST	24	12
	<b>TOTAL</b>	<b>200</b>	<b>100</b>
Income	LIG	64	32
	MIG	92	46
	HIG	44	22
	<b>TOTAL</b>	<b>200</b>	<b>100</b>
Education	Illiterate	16	08
	School level	56	28
	Inter	12	06
	Under Graduation	68	34
	Post Graduation	28	14
	Others	20	10
	<b>TOTAL</b>	<b>200</b>	<b>100</b>
Occupation	Agriculture	30	15
	Labour	20	10
	Employee	66	33
	Business	38	19
	Students	26	13
	Others	20	10
	<b>TOTAL</b>	<b>200</b>	<b>100</b>

(Source: Primary Data)

Demographic & Socio- Economic profile of the sample respondents are presented in the above table-1, it is inferred that among the 200 respondents 66 percent Married and remaining 34 percent Un-married. An attempt has also been made on the basis of consumer age group 44 percent respondents from 21 to 40age group and followed by below 20 years age group stands at 30percentage 41 to 60 years and 61& above age group are 20&06 percents only. It reflecting up to 40 years age group i.e. 74 percent are using the personal care products.

<sup>7</sup> Dr.Surender singh kundu, "customer perception towards the fast moving consumer goods in rural market: an analysis",IJTMR, Vol: 1, Issue 2, September//2013//ISSN 2321-3744.

Most of the sample respondents belong to BC category representing 48 percent followed by OC members standing at 22 percent. SC&ST category representation stands at only 18 and 12 percent respectively. It can be inferred that OBC category dominates the composition of overall consumers in district.

Among the total respondents 46 percent are drawn from Middle Income Groups (MIG) and 32 percent representing Lower Income Groups (LIG), where as Higher Income Groups (HIG) stood at 22 percent. The participation of the consumers including MIGs and LIGs represents near about 78 percent and it is reflecting only MIGs and LIGs peoples are more when compare with HIGs in the district.

On the basis of their education levels about 34 percent of the sample respondents had completed Under Graduation and 28 percent had completed Secondary Education, Post Graduation and others are representing at 14&10 percent. Only 8 percent were Illiterates.

About 32 percent of sample respondents were representing as Employees in both private as well as public sectors, 20 percent belongs to Business and 15 percent stands for Agriculture, 13 percent indicates as Students. Both Labour and others are jointly representing 12 and 10 percent respectively. It can be said the consumers were engage

Table-2: Brands used for House Care Products

House Care Products	Name of the brand	Frequency	Percentage
Detergent powders	Ariel	42	21
	Ghadi	32	16
	Surf -excel	56	28
	XXX	44	22
	Patanjali	10	05
	Others	16	08
	TOTAL	<b>200</b>	<b>100</b>
Dish washing soaps	Vim	92	46
	Exo	66	33
	Expert	12	06
	Surf advance	12	06
	Pathanjali	06	03
	Others	12	06
	TOTAL	<b>200</b>	<b>100</b>
Floor cleaners	Harpic	48	24
	Lyzol	64	32
	Metro	16	08
	Dettol	58	29
	Patanjali	08	04
	Others	06	03
	TOTAL	<b>200</b>	<b>100</b>
Toilet cleaners	Harpic	112	56
	Domex	34	17
	Dettol	18	09
	Acid	08	04
	Phynyl	22	11
	Others	06	03
	TOTAL	<b>200</b>	<b>100</b>

(Source: Primary data)

In the present study, House Care Products are taken as follows, Detergent powders, Dish washing soaps, Floor cleaners, and Toilet cleaners. Table-2 presents the details about the brands used by the consumers. Regarding Detergent powders, Surf excel is the popular brand used by the respondents, its represent at 28 percent and followed by XXX and Ariel stands at 22 and 21 percent respectively. It is clear that Ghadi represent at 16 percent and Patanjali and Others represents at 5 and 8 percent respectively. It can be said that, Surf excel is the popular brand in the FMCG market because, of their extensive and effective advertisements.

In case of Dish washing soaps, Vim is very popular brand used by the consumers represents 46 percent followed by Exo stands at 33 percent. Expert, Surf advance and Others are sharing equally represents each 06 percent. Patanjali represents at 3 percent. Colgate tooth paste is a popular brand represents 38 percent and followedby Close-up stands at 30 percent, Pathanjali and Pepsodent represents 12 and 10 percent respectively Colgate is popular brand because of strong brand loyalty due to effective advertisements.

In case of Floor cleaners, Lyzol is a powerfull brand used by the consumer's represents 32 percent and followed by Dettol and Harpic represents at 29 and 24 percent respectively and next followed brand Patanjali and Others are represents at 4 and 3 percent respectively. Lyzol is very powerful brand due effective advertisements.

In view of the Toilet cleaners, Harpic is a popular brand in the minds of consumers represents at 56 percent and followed by Domex stands at17 percent and Phenyl represent at 11 percent. All the consumers are using popular brands in the House care products.

By and large all the consumers prefer branded products for their frequent use; this may be due to increasing literacy levels and communication technologies in the district.

Table-3: Percentage of influence factors on buying behaviour of sample respondents towards Household Care Products

Factors	High influence	Moderate influence	Low influence
Culture	20	42	38
Quantity	34	50	16
Price	50	32	18
Trial	42	54	04
Reference Group	49	43	08
Brands	80	14	02
Television	88	10	02
News Paper	68	28	04
Display at shop	35	48	17
Word	55	32	13
Incentives schemes	60	30	10
Age	48	33	19
Family	48	48	04
Income	62	38	10
Quality	82	17	01
Labelling	48	30	22
Package	45	35	20

(Source: Primary data)

In the above table-3 ,Television is the most powerful factor influenced the consumer buying behaviour with represents at 88 percent and followed by Quality and Brand loyalty stands at82 & 80percent respectively, next powerful factors are Income and News paper which represents at 68 &62 percent.

In case of Culture is the lowest influence factor at 38 percent and followed by Labelling and Age factors at 22 and 19 percent. Thus, a conclusion is possible here that, Television is the most

powerful factor which influenced the buying behaviour of consumers and followed by Quality and Brand loyalty factors. New entrants in to the FMCG markets can select the Television to create Brand awareness among the consumers with Quality product.

Table-4: Percentage of Satisfaction level towards Household Care Products

Products	High satisfied	Moderate satisfied	Low satisfied
Detergent powders	42	32	16
Dish washing soaps	68	28	04
Floor cleaners	48	38	14
Toilet cleaners	62	28	10

(Source: Primary data)

Above the table-4 indicates that, at 68 percent consumer highly satisfied with their used brands of Dish washing soaps and followed Toilet cleaners at 62 percent, at 48 percent low satisfied with their used brands of Floor cleaners and followed by Detergent powder stands at 42percent.

### Findings

- OBC category dominates the composition of the overall respondents.
- It reflecting up to the 40 years of age they are much concentrating on Household care products.
- Regarding the brands, Surf excel in Detergent powders, Vim in Dish washing soaps , Lyzol in Floor cleaners, and Harpic in Toilet cleaners are more powerful brands in House hold care products.
- Because of their extensive and effective advertisement campaigns and all consumers prefer branded products for their frequent use; this may be indication of increasing literacy and improving communication technologies.
- Television is the powerful factor which influenced the buying behaviour of consumers and followed by Quality and Brand loyalty.
- New entrants in the FMCG market can select Television to create brand awareness among the consumer and maintain with Quality product.
- The consumers were high satisfied with their used brands of Dish washing soaps and followed by Toilet cleaners. Low satisfied with their used brands of Detergent powders.

### Conclusion

The study focused on gaining insight into the influence of various factors on the buying behaviour of consumers towards Household care products, it is found that consumers perceived that Television commercials and followed by Quality and Brand loyalty are significant factors which more influences on the consumer buying behaviour even though they are middle income groups and lower income groups. With increased education branded products are using the Household care products. Further, they consider reach the branded products to the final consumers use the print media and incentive schemes. There, it may be recommended that the marketers must constantly monitor the final consumers and to use the electronic media i.e. T.V. print media i.e. news paper to create awareness of their brands among the final consumers with quality products.

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