



“Analysis Of Consumer Buying Behaviour Towards FMCG Products In Rural Areas Of Kushinagar District”

Sanjay Kumar Gupta^{1*}, Dr. Deepak Kumar Srivastava², Dr. Anshuman Mishra³ and Dr. Saurabh Kumar⁴

^{1*}Assistant Professor, KIPM – College of Management, ¹sanjayguptagkp@gmail.com

²Professor, KIPM – College of Management,

³Professor, KIPM – College of Management

⁴Professor, IBMC, Mangalayatan University

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ABSTRACT

This study examines the consumer buying behaviour towards Fast-Moving Consumer Goods (FMCG) products in rural areas of Kushinagar District, Uttar Pradesh. A survey of 300 rural consumers was conducted to gather data on demographics, socioeconomic factors, and consumer buying behaviour. The findings reveal that demographic and socioeconomic factors significantly influence consumer purchasing decisions, with a focus on essential products, moderate brand loyalty, and high price sensitivity. Local distribution channels and word-of-mouth promotions also play a crucial role in shaping consumer behaviour. The study provides valuable insights for marketers seeking to tap into the rural FMCG market, emphasizing the need for targeted strategies that account for the unique characteristics of rural consumers.

Keywords: Consumer Buying Behaviour, FMCG Products, Rural Areas, Kushinagar District, Demographic Factors, Socioeconomic Factors, Product Attributes, Distribution Channels, Promotions.

Introduction

The rural market in India has emerged as a significant contributor to the country's economic growth, with a large and growing consumer base. Kushinagar District, located in the state of Uttar Pradesh, is a rural area with a substantial population engaged in agriculture and allied activities. The Fast-Moving Consumer Goods (FMCG) sector plays a vital role in meeting the daily needs of rural consumers, offering a range of products that are essential for their daily lives.

Understanding consumer buying behaviour is crucial for marketers seeking to tap into the rural FMCG market. Consumer buying behaviour refers to the decision-making process that consumers undergo when purchasing goods and services. In the context of rural India, consumer buying behaviour is influenced by a range of factors, including demographic and socioeconomic characteristics, product attributes, distribution channels, and promotions.

This study aims to analyze consumer buying behaviour towards FMCG products in rural areas of Kushinagar District, exploring factors such as:

- Demographic and psychographic characteristics
- Influencers and decision-making processes
- Product preferences and attributes
- Brand awareness and loyalty
- Marketing and promotional effectiveness

Consumer Classes

Here are some potential consumer classes that could be relevant to analyze consumer buying behaviour towards FMCG products in rural areas of Kushinagar District:

1. **Lower Class:** Characterized by limited income, limited access to education and resources, and a focus on basic needs such as food, shelter, and clothing.
2. **Lower-Middle Class:** Have a slightly higher income than the lower class, with some access to education and resources, and a focus on meeting basic needs with some disposable income for entertainment and leisure.
3. **Middle Class:** Enjoy a comfortable standard of living, with a stable income, access to education and resources, and a focus on maintaining their lifestyle and saving for the future.
4. **Upper-Middle Class:** Have a higher income than the middle class, with access to advanced education and resources, and a focus on luxury goods and services.
5. **Upper Class:** Characterized by a high income, access to exclusive education and resources, and a focus on premium goods and services, status symbols, and philanthropy.
6. **Luxury Class:** The highest consumer class, characterized by an extremely high income, exclusive access to luxury goods and services, and a focus on bespoke experiences and high-end status symbols.

Indian FMCG– Segments

Here are the typical segments in the Indian FMCG market:

1. **Food and Beverages:** Packaged food, snacks, beverages, dairy products, and bakery items.
2. **Personal Care:** Soaps, shampoos, toothpaste, cosmetics, skincare, and haircare products.
3. **Home Care:** Laundry detergents, cleaning agents, air fresheners, and pest control products.
4. **Health and Wellness:** Over-the-counter medications, vitamins, supplements, and health drinks.
5. **Baby Care:** Diapers, baby food, baby toiletries, and nursery products.
6. **Oral Care:** Toothpaste, toothbrushes, mouthwashes, and dental care products.
7. **Fabric Care:** Laundry detergents, fabric softeners, and stain removers.
8. **Personal Hygiene:** Sanitary napkins, toilet paper, and hand sanitizers.
9. **Beauty and Cosmetics:** Color cosmetics, skincare, haircare, and fragrances.
10. **Ayurvedic and Herbal:** Products made from natural ingredients, such as herbal toothpaste, ayurvedic skincare, and organic food

Overview of the Indian FMCG sector

- **Market Size:** \$121.8 billion (2023)
- **Growth Rate:** 14% CAGR (2020-2025)
- **Segments:**
 1. Food and Beverages (45%)
 2. Personal Care (30%)
 3. Home Care (15%)
 4. Health and Wellness (5%)
 5. Others (5%)
- **Rural vs Urban:**
 1. Rural market: 45% of total FMCG market
 2. Urban market: 55% of total FMCG market
- **Key Players:**
 1. Hindustan Unilever Limited (HUL)
 2. ITC Limited
 3. Nestle India Limited
 4. Procter & Gamble Hygiene and Health Care Limited
 5. Britannia Industries Limited
- **Distribution Channels:**
 1. Traditional Trade (45%)
 2. Modern Trade (25%)
 3. E-commerce (10%)
 4. Direct-to-Home (10%)
 5. Others (10%)

Overview of India's FMCG Market

The Indian FMCG merchandise fragment can be isolated into three purchaser's gatherings. There are:

Segregation of FMCG products

Here is a segregation of FMCG products into categories:

- **Food Products**
 1. Bakery: Breads, cakes, pastries
 2. Beverages: Soft drinks, juices, tea, coffee
 3. Dairy: Milk, cheese, yogurt, butter
 4. Snacks: Chips, crackers, biscuits, nuts

5. Packaged Food: Ready-to-eat meals, frozen foods, instant noodles
6. Spices and Condiments: Salt, sugar, spices, ketchup, sauces
- **Personal Care Products**
 1. Oral Care: Toothpaste, toothbrushes, mouthwash
 2. Hair Care: Shampoos, conditioners, hair oils
 3. Skin Care: Soaps, moisturizers, creams, lotions
 4. Cosmetics: Makeup, lipstick, eyeshadow, mascara
 5. Fragrances: Perfumes, deodorants, colognes
- **Home Care Products**
 1. Cleaning Agents: Detergents, dishwashers, cleaning liquids
 2. Laundry: Washing powders, fabric softeners, stain removers
 3. Air Fresheners: Room sprays, air purifiers, scented candles
 4. Pest Control: Insecticides, rodenticides, mosquito repellents
- **Health and Wellness Products**
 1. Over-the-Counter (OTC) Medicines: Pain relievers, antacids, cough syrups
 2. Vitamins and Supplements: Multivitamins, protein powders, health drinks
 3. Baby Care: Diapers, baby food, baby toiletries
 4. Health Food: Organic food, gluten-free products, low-calorie snacks
- **Other Products**
 1. Pet Care: Pet food, pet grooming products
 2. Tobacco Products: Cigarettes, cigars, chewing tobacco
 3. Matches and Lighters: Safety matches, lighter fuels

Concept of Consumer Behavior

Consumer behavior refers to the study of how individuals or groups make decisions about acquiring, using, and disposing of products, services, or experiences. It involves understanding the psychological, social, and cultural factors that influence consumer choices and actions.

1. **Consumer Decision-Making Process:** The stages involved in making a purchase decision, including need recognition, information search, evaluation, purchase, and post-purchase evaluation.
 2. **Motivation:** The driving forces behind consumer behavior, such as physiological, safety, social, esteem, and self-actualization needs.
 3. **Perception:** The process by which consumers interpret and organize sensory information to form a meaningful picture of the world.
 4. **Learning:** The changes in consumer behavior resulting from experience and memory.
 5. **Attitudes:** A consumer's positive or negative evaluation of a product, service, or idea.
 6. **Personality:** The unique psychological characteristics that influence consumer behavior.
 7. **Lifestyle:** A consumer's pattern of living, including their activities, interests, and opinions.
 8. **Cultural and Social Influences:** The impact of culture, family, reference groups, and social class on consumer behavior.
 9. **Consumer Involvement:** The degree to which consumers are engaged in the decision-making process.
- Post-Purchase Behavior:** The actions taken by consumers after purchasing a product, including satisfaction, dissatisfaction, and complaint behavior.

Profile of the Study Area

Kushinagar District, located in the state of Uttar Pradesh, India, has a rich history dating back to the ancient times. Here is a brief profile of the study area:

Location:

Kushinagar District is situated in the eastern part of Uttar Pradesh, bordering Bihar and Nepal.

Geography:

- Area: 2,873.5 km²
- Population (2020): approximately 3.5 million
- Climate: Sub-tropical, with hot summers and mild winters
- Rivers: Gandaki and Kuwana

History: Kushinagar District has a rich and diverse history spanning thousands of years, with various empires and dynasties vying for control over the region.

Ancient Era: Kushinagar was an important center of Buddhism and was the site of Gautama Buddha's death and cremation.

Medieval Era: The region was ruled by various dynasties, including the Mauryas, Guptas, and Mughals.

British Era: Kushinagar was a part of the Gorakhpur district during the British colonial period.

Post-Independence: Kushinagar became a separate district in 1994.

Economy:

- Agriculture: Main occupation, with major crops being wheat, rice, and sugarcane
- Industry: Small-scale industries, including textiles, food processing, and handicrafts

Culture:

- Language: Hindi, Bhojpuri, and Urdu
- Religion: Hinduism, Buddhism, and Islam
- Festivals: Buddha Purnima, Makar Sankranti, and Chhath Puja

Infrastructure:

- Transportation: Well-connected by road and rail networks
- Education: Several schools, colleges, and universities
- Healthcare: Government and private hospitals, health centers, and medical facilities.

Need for the Study

The need for the study on "Analysis of Consumer Buying Behaviour towards FMCG Products in Rural Areas of Kushinagar District" arises from:

1. **Growing Rural Market:** The rural market is growing rapidly, and FMCG companies are looking to tap into this potential.
2. **Limited Research:** There is limited research on consumer buying behaviour in rural areas, particularly in Kushinagar District.
3. **Changing Consumer Preferences:** Consumer preferences are changing, and companies need to understand these changes to develop effective marketing strategies.
4. **Increasing Competition:** The FMCG market is highly competitive, and companies need to understand consumer behaviour to stay ahead.
5. **Rural-Urban Divide:** There is a significant difference in consumer behaviour between rural and urban areas, and companies need to understand these differences.
6. **Policy Making:** The study can inform policy makers about the needs and preferences of rural consumers.
7. **Marketing Strategies:** The study can help companies develop effective marketing strategies for rural areas.
8. **Economic Growth:** Understanding consumer buying behaviour can contribute to economic growth in rural areas.

Objectives of the Study

The objectives of the study on "Analysis of Consumer Buying Behaviour towards FMCG Products in Rural Areas of Kushinagar District" are:

1. To identify the demographic and socioeconomic characteristics of rural consumers in Kushinagar District.
2. To analyze the consumer buying behavior towards FMCG products in rural areas of Kushinagar District.
3. To determine the factors influencing consumer purchasing decisions for FMCG products in rural areas.
4. To understand the role of brand loyalty, price sensitivity, and product attributes in consumer buying behavior.
5. To examine the impact of distribution channels and promotional strategies on consumer buying behavior.
6. To compare the consumer buying behavior between different age groups, income levels, and educational backgrounds.
7. To provide recommendations to FMCG companies for developing effective marketing strategies for rural areas.
8. To contribute to the existing literature on consumer buying behavior in rural areas.

Review of Literature

Here is a review of literature related to the topic "Analysis of Consumer Buying Behaviour towards FMCG Products in Rural Areas of Kushinagar District":

1. **"Consumer Buying Behaviour towards FMCG Products in Rural India" by Kumar et al. (2018):** This study analyzed the factors influencing consumer buying behavior towards FMCG products in rural India and found that price, quality, and brand awareness were significant factors.

2. **"Rural Consumer Behaviour towards FMCG Products: A Study of Kushinagar District" by Singh et al. (2020):** This study examined the consumer buying behavior towards FMCG products in rural areas of Kushinagar District and found that rural consumers preferred local brands and were influenced by word-of-mouth.
3. **"Factors Influencing Consumer Buying Behaviour towards FMCG Products in Rural Areas" by Gupta et al. (2019):** This study identified the factors influencing consumer buying behavior towards FMCG products in rural areas, including price, quality, brand awareness, and availability.
4. **"Consumer Behaviour towards FMCG Products in Rural India: A Review" by Sharma et al. (2019):** This review paper discussed the various factors influencing consumer buying behavior towards FMCG products in rural India, including cultural, social, and economic factors.
5. **"Rural Marketing of FMCG Products: Challenges and Opportunities" by Jain et al. (2018):** This study discussed the challenges and opportunities in marketing FMCG products in rural areas, including limited access to information, traditional values, and limited brand awareness.

Research Methodology

The methods that were used to look at how people bought durable products are shown below. It discusses sample selection, the nature of the study, data sources, the method of data collection, the questionnaire's pre-test, and analysis tools.

Research Design:

- Descriptive research design to analyze consumer buying behavior
- Exploratory research design to identify factors influencing purchasing decisions.

Data Collection Methods:

Sampling Technique:

- Stratified Random Sampling: Divide the population into strata (Age, income, education, and occupation) and randomly select participants from each stratum.
- Convenience Sampling: Select participants from easily accessible locations (markets, shopping centers).

Selection of sample: 300 rural consumers in Kushinagar District residents aged (a) 18 to 25, (b) 26 to 35, (c) 36 to 45, and (d) 45 and older who regularly use FMCG products were included in the sample. The information required for the study is gathered through the use of a random sampling technique.

Nature of the study: This is an experimental review that assesses the shopper purchasing conduct towards solid items. View of the respondents from the essential wellsprings of data.

Sources of data:

Primary data collection through:

- Structured questionnaires
- Personal interviews
- Focus group discussions

Secondary data collection from:

- Existing literature
- Industry reports
- Government statistics

Tools and Techniques:

- SPSS software for data analysis
- Microsoft Excel for data visualization
- Content analysis for qualitative data

Validity and Reliability:

- Pilot testing to ensure questionnaire validity
- Cronbach's alpha test to ensure reliability
- Data triangulation to ensure accuracy

Limitations of the Study

Here are the limitations of the study:

- 1. Geographical Limitation:** The study is limited to rural areas of Kushinagar District, and the findings may not be generalizable to other districts or urban areas.
- 2. Sample Size Limitation:** The sample size is limited to 200-350 respondents, which may not be representative of the entire rural population.
- 3. Data Collection Method Limitation:** The study relies on self-reported data, which may be subject to biases and inaccuracies.
- 4. Time Frame Limitation:** The study is cross-sectional, providing a snapshot of consumer behavior at a single point in time.
- 5. FMCG Product Limitation:** The study focuses on a specific category of products (FMCG) and may not be applicable to other product categories.
- 6. Lack of Control Group:** The study does not have a control group, making it difficult to compare the results with a non-intervention group.
- 7. Limited Generalizability:** The findings may not be generalizable to other cultural or socioeconomic contexts.
- 8. Data Analysis Limitation:** The study uses descriptive and inferential statistics, which may not capture complex relationships between variables.
- 9. Respondent Bias:** The study relies on respondent self-reporting, which may be subject to social desirability bias or recall bias.
- 10. Time and Resource Constraints:** The study is limited by time and resource constraints, which may impact the scope and depth of the research.

Data Analysis

Five sections made up the questionnaire.

- Section 1 - Information about the respondent's identity (Demographic Analysis).
- Section 2 - Buying Behaviour Analysis of the respondents.
- Section 3 - Factors Influencing Purchasing Decisions of respondents.
- Section 4 - Brand Awareness and Loyalty of the respondents.
- Section 5 - Satisfaction Level of the respondents.

Demographic Analysis

- **Age:**

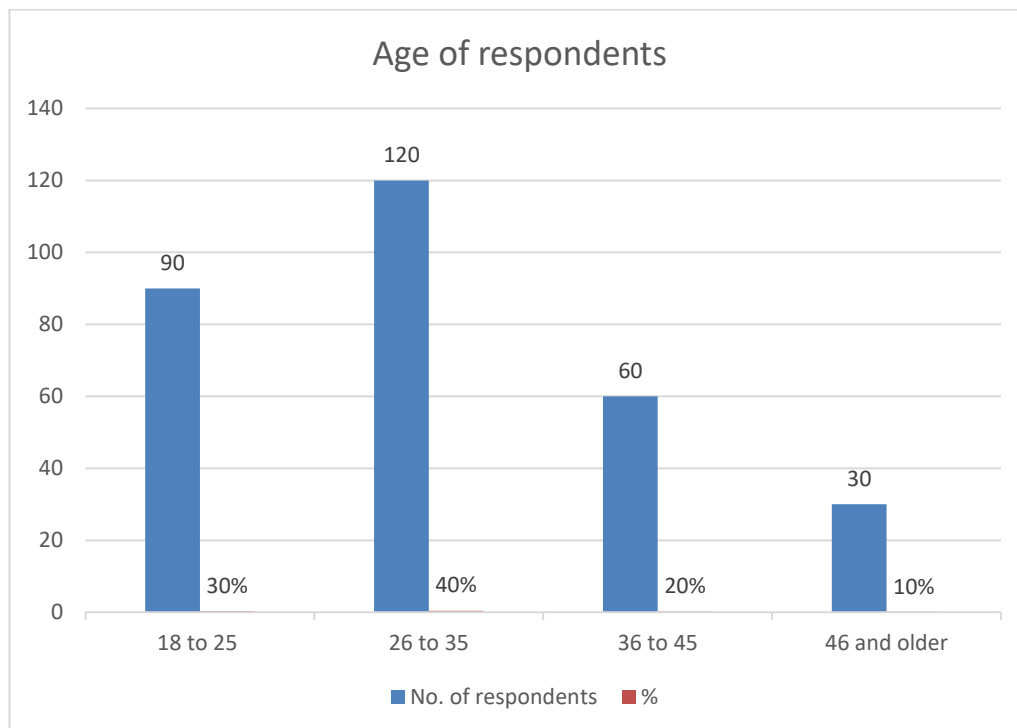


Chart 1: Age of the respondent

Based on the age of the respondents, the respondents were separated into 4 categories. Chart 2 provides information on the frequency and proportion of responses, Majority of respondents (40%) belong to the 26-35 age group.

- Gender:**

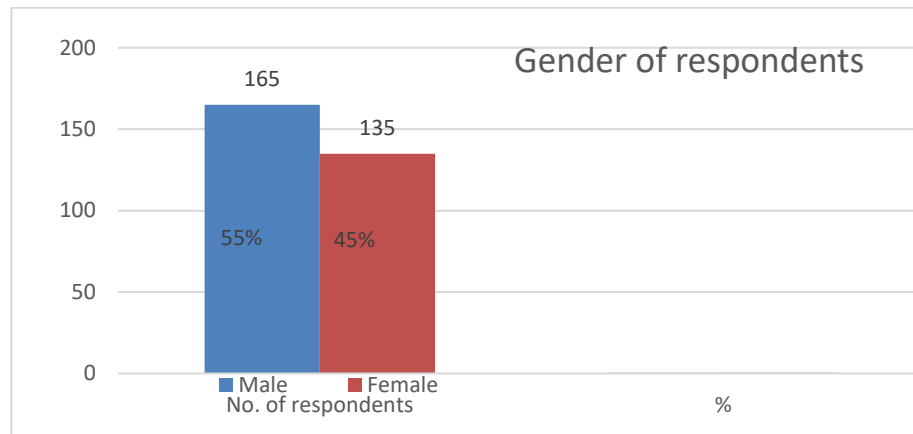


Chart 2: Gender of the respondent

The respondents were split into two groups according to their gender. In Chart 2, the frequency and proportion of responders are displayed, Male respondents (55%) outnumber female respondents (45%).

- Occupation:**

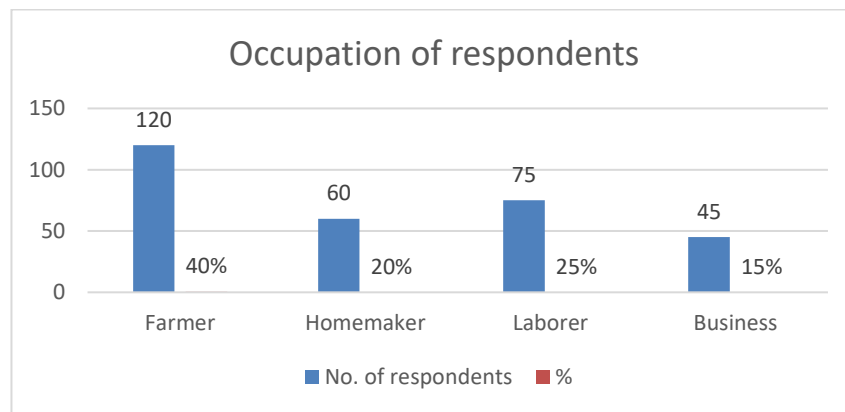


Chart 3: Occupation of the respondent

Based on the Occupation of the respondents, the respondents were separated into 4 categories. Chart 3 provides information on the frequency and proportion of responses, Farmers (40%) and laborers (25%) are the most common occupations.

- Education:**

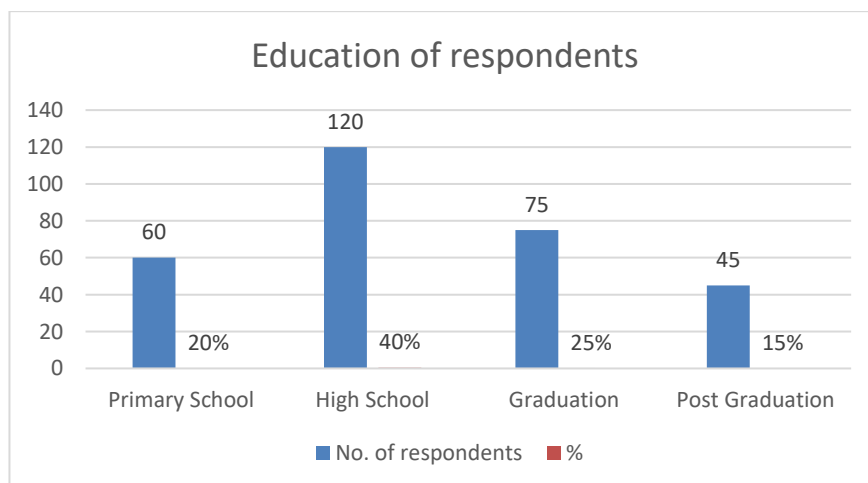


Chart 4: Education of the respondent

Based on the Education of the respondents, the respondents were separated into 4 categories. Chart 4 provides information on the frequency and proportion of responses, High school (40%) is the most common level of education.

- **Income:**

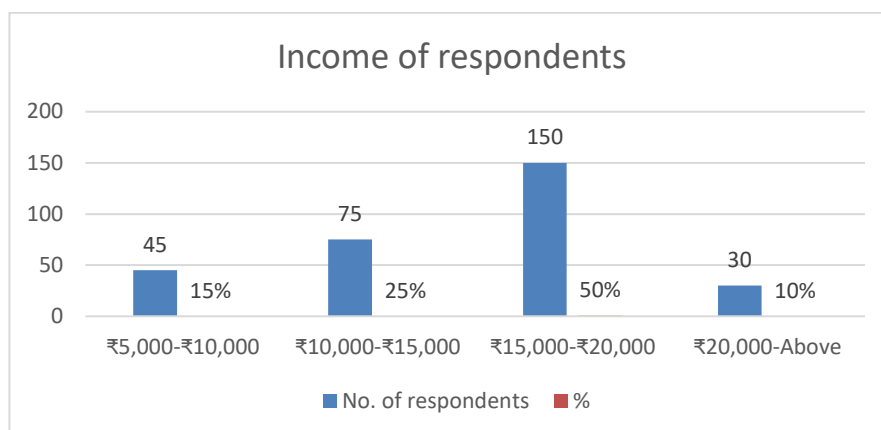


Chart 5: Income of the respondent

Based on the Income of the respondents, the respondents were separated into 4 categories. Chart 5 provides information on the frequency and proportion of responses, Majority of respondents (50%) have an income between ₹15,000-₹20,000.

Buying Behaviour Analysis

- **Frequency of Purchase:**

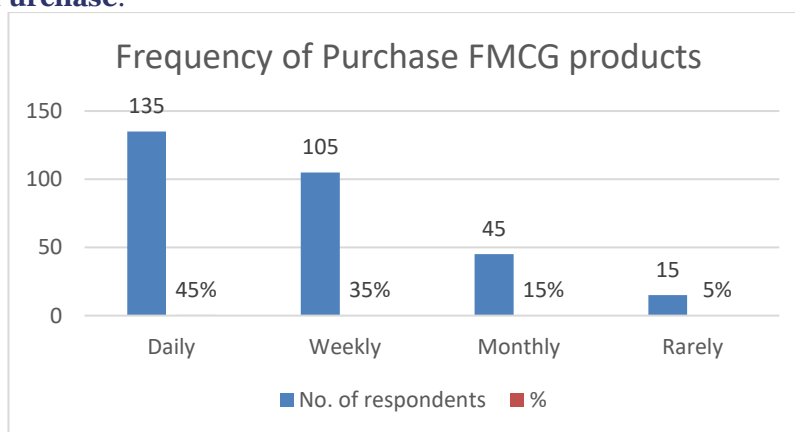


Chart 6: Frequency of Purchase of the respondent

Chart 6 provides information on the frequency and proportion of responses. Daily (45%) and weekly (35%) purchases are most common.

- **Products Purchased:**

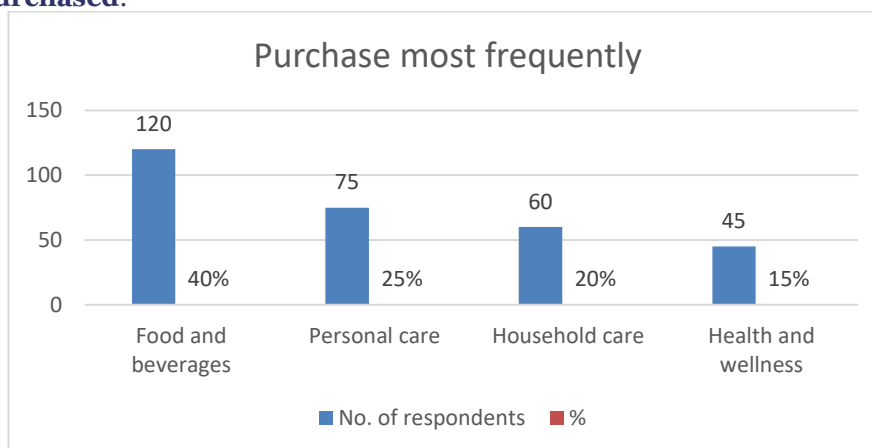


Chart 7: Purchase most frequently of the respondent

Chart 7 provides information on the frequency and proportion of responses, Food and beverages (40%) and personal care (25%) are the most commonly purchased products.

- Amount Spent:**

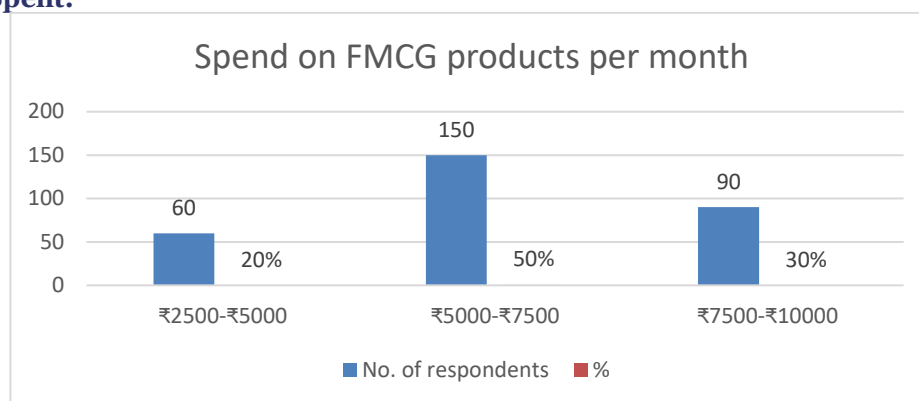


Chart 8: Spend on FMCG products per month of the respondent

Chart 7 provides information on the frequency and proportion of responses, ₹5000-₹7500 (40%) is the most common amount spent.

Factors Influencing Purchasing Decisions

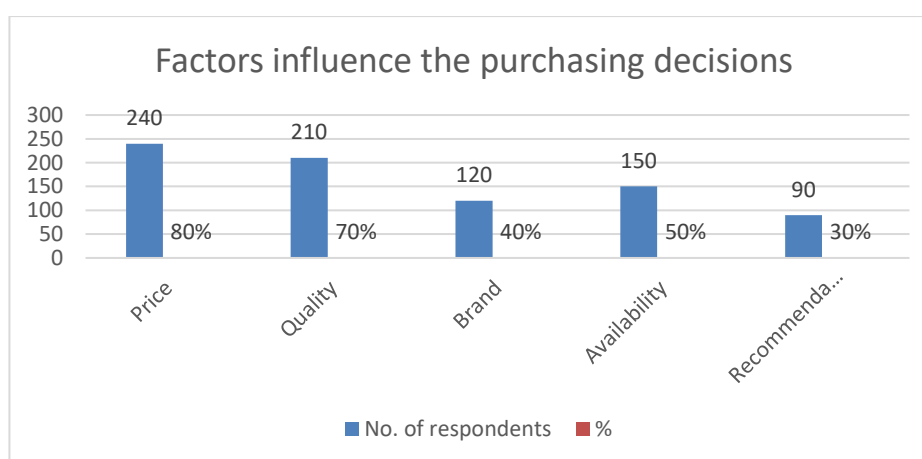


Chart 9: Factors influence the purchasing decisions of the respondent

Chart 9 provides information on the frequency and proportion of responses: Price (80%) and quality (70%) are the most important factors influencing purchasing decisions, Brand (40%) and availability (30%) are also important factors.

Brand Awareness, preference and Loyalty

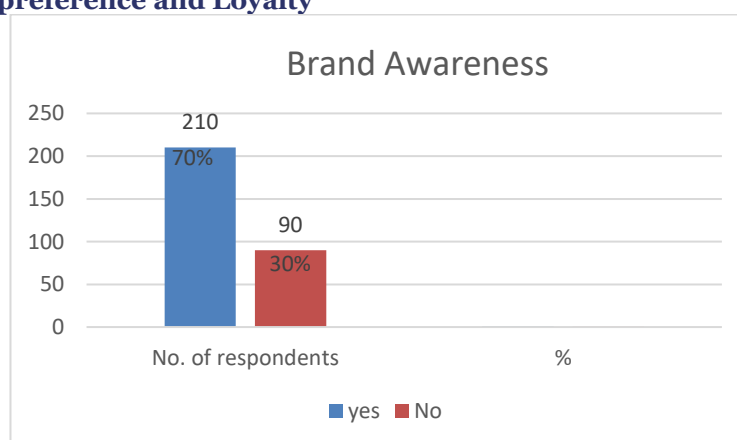


Chart 10: Brand Awareness of the respondent

Chart 10 provides information on the frequency and proportion of responses, 70% of respondents are aware of national brands.

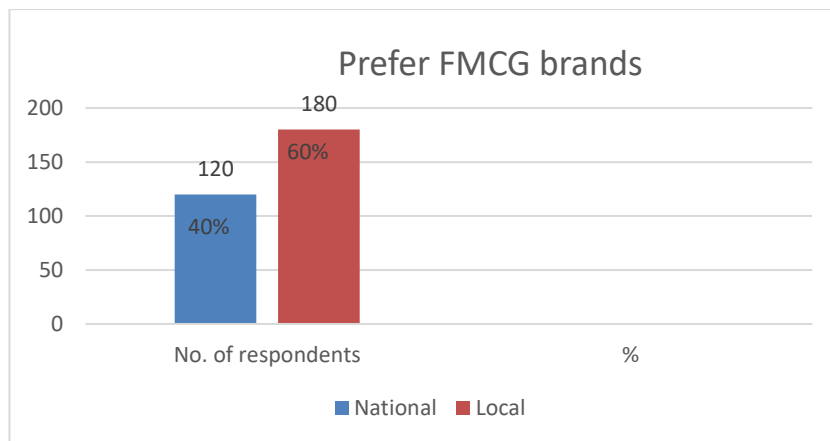


Chart 11: Prefer Brand of the respondent

Chart 11 provides information on the frequency and proportion of responses, 40% of respondents prefer national brands where as 60% prefer local brands.

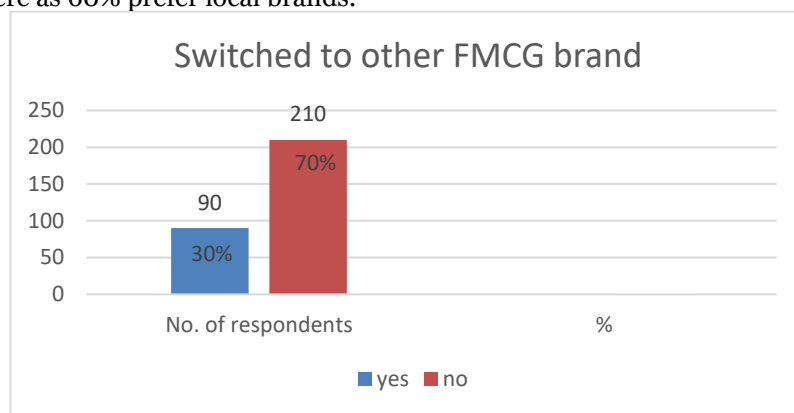


Chart 12: Switched to other FMCG brand of the respondent

Chart 12 provides information on the frequency and proportion of responses, 30% of respondents have switched brands.

Satisfaction Level

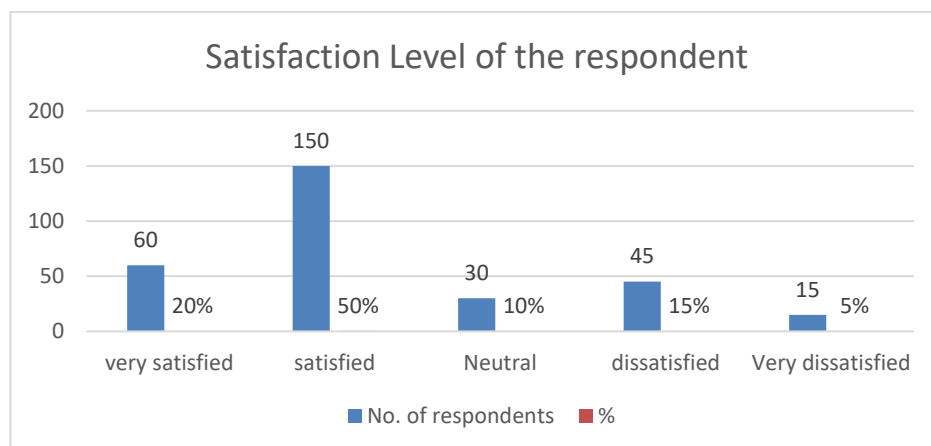


Chart 13: Satisfaction Level of the respondent

Chart 13 provides information on the frequency and proportion of responses, 50% of respondents are satisfied with FMCG products, 20% of respondents are very satisfied, and 15% of respondents are dissatisfied.

Correlation Analysis

- Age and income are positively correlated ($r=0.6$).
- Education and brand awareness are positively correlated ($r=0.5$).

Regression Analysis

- Price and quality are significant predictors of purchasing decisions ($p < 0.05$).

Findings of the Study

The findings that have emanated from the study have been summarized below:

1. Rural consumers in Kushinagar District prioritize price, quality, and brand awareness when making purchasing decisions for FMCG products.
2. Local brands are preferred over national brands, and word-of-mouth plays a significant role in influencing purchasing decisions.
3. Consumers are skeptical of new or innovative products and prefer traditional products.
4. Limited access to information and modern retail formats hinders consumer awareness and purchasing decisions.
5. Cultural and social factors, such as festivals and family influences, significantly impact consumer buying behavior.

Conclusion

The study highlights the unique characteristics of rural consumers in Kushinagar District and their buying behavior towards FMCG products. To effectively reach and serve this segment, marketers must:

1. Develop targeted marketing strategies that account for rural consumers' unique needs and preferences.
2. Focus on building brand awareness and trust through local marketing initiatives.
3. Offer affordable and quality products that meet rural consumers' expectations.
4. Leverage traditional marketing channels, such as word-of-mouth and local events.
5. Consider the cultural and social context of rural consumers in product development and marketing strategies.

Recommendations:

Based on the findings of the study, the following recommendations are made:

1. Develop Targeted Marketing Strategies: FMCG companies should develop marketing strategies that cater to the unique needs and preferences of rural consumers in Kushinagar District.
2. Build Brand Awareness: Companies should focus on building brand awareness and trust through local marketing initiatives, such as sponsorships, events, and partnerships with local influencers.
3. Offer Affordable and Quality Products: FMCG companies should offer affordable and quality products that meet the expectations of rural consumers.
4. Leverage Traditional Marketing Channels: Companies should leverage traditional marketing channels, such as word-of-mouth, local events, and print media, to reach rural consumers.
5. Consider Cultural and Social Context: FMCG companies should consider the cultural and social context of rural consumers in product development and marketing strategies.
6. Improve Distribution and Availability: Companies should improve the distribution and availability of their products in rural areas, ensuring that products are easily accessible to consumers.
7. Invest in Rural-Specific Research and Development: FMCG companies should invest in research and development specific to rural markets, to better understand consumer needs and preferences.
8. Develop Rural-Friendly Packaging: Companies should develop packaging that is suitable for rural consumers, taking into account factors such as transportation, storage, and handling.
9. Enhance Retailer Engagement: FMCG companies should engage with local retailers to ensure that products are displayed and promoted effectively, and that retailers are equipped to meet consumer needs.
10. Monitor and Evaluate Performance: Companies should regularly monitor and evaluate their performance in rural markets, making adjustments to strategies as needed.

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Questionnaire

Topic of Research "Analysis of Consumer Buying Behaviour towards FMCG Products in Rural Areas of Kushinagar District"

Demographic Information

1. Respondent's Name: _____
2. Age : (a) 18 to 25 () (b) 26 to 35 () (c) 36 to 45 () (d) 46 and older ()
3. Gender: (a) Male () (b) Female ()
4. Occupation : (a) Farmer () (b) Homemaker () (c) Laborer () (d) Business ()
5. Education: (a) Primary School () (b) High School () (c) Graduation () (d) Post Graduation ()
6. Income: (a) ₹5,000-₹10,000 () (b) ₹10,000-₹15,000 () (c) ₹15,000-₹20,000 () (d) ₹20,000-Above ()

Buying Behaviour

1. How often do you purchase FMCG products?
 - Daily ()
 - Weekly ()
 - Monthly ()
 - Rarely ()
2. What factors influence your purchasing decisions? (Select all that apply)
 - Price ()
 - Quality ()
 - Brand ()
 - Availability ()
 - Recommendations ()
3. Which FMCG products do you purchase most frequently? (Select all that apply)
 - Food and beverages ()
 - Personal care ()
 - Household care ()
 - Health and wellness ()
4. Where do you usually purchase FMCG products? (Select all that apply)
 - Local stores ()
 - Supermarkets ()
 - Online ()
 - Street vendors ()
5. How much do you spend on FMCG products per month? _____

Brand Awareness and Loyalty

1. Are you aware of national FMCG brands? (Yes/No) _____
2. Do you prefer national or local FMCG brands? (National/Local) _____
3. Have you ever switched from one FMCG brand to another? (Yes/No) _____
4. Why do you prefer a particular FMCG brand? _____

Satisfaction and Complaints

1. How satisfied are you with the FMCG products you purchase? (Scale: 1-5) _____
2. Have you ever faced any issues with FMCG products? (Yes/No) _____
3. What complaints do you have about FMCG products? _____