
CONSUMER FEEDBACK TOWARDS PURCHASING THE FMCG PRODUCTS THROUGH DIGITAL MEDIA IN KERALA

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ABSTRACT

Consumer behavior is the continues behavioral patterns that consumers follow before making a Purchase decision. It begins when the consumer becomes identifies the need or desire for a particular product, and concludes with the purchase decision. There are various factors which are taken into consideration for the decision making process Through consumer behavior, you can also learn how customers utilize your products in different ways. This data can help the future choice about product establishment.

The FMCG sector is a corner stone of our economy, spreading every aspect of human life. The FMCG market is divided into organized sector and the unorganized sectors.

players, India's Rs.460 billion FMCG

FMCGs generally need a good distribution network and digital media plays a tremendous role in the field of marketing FMCG products

Key words: Digital marketing, Fast Moving Consumer Goods, Purchase decision making process, Consumer Behaviour.

OBJECTIVES OF THE STUDY

1. To recognize the different types of consumers based on the purchase decision process of FMCG products through the digital media
2. To analyze the impact of satisfaction in feedback on the

consumer repurchase intention of FMCG products through digital media

METHODOLOGY OF THE STUDY

The study focuses on identifying the different types of consumers based on the purchase decision of FMCG products through the digital media in Kerala and also analyzed the impact of satisfaction in feedback on the consumer repurchase intention of FMCG products through digital media. Hence, the research design of the study is descriptive and causal in nature. For the purpose of the study, researcher identified the consumers who purchases the FMCG products through different digital media. Since, the study covers a universe with infinite population that is; the total number of consumers who purchases the FMCG products through different digital media is unknown and infinite in nature, the sample size is calculated by using Cochran's formula. Assuming the maximum variability, which is equal to 50 percent ($p=0.5$ and $q=0.5$) and taking at 95% confidence level ($z=1.96$) with 3 percent ($e=.03$) desired level of precision. Cochran's formula for calculating the representative sample from the infinite population is: $n_0 = z^2 pq / e^2$; sample size = $(1.96)^2 (0.5) (0.5) / (0.03)^2 = 1067$. Thus, the adequate sample size of the study at 95 percent confidence level and at 3 percent precision is 1067. The researcher circulated the questionnaire to 1067 consumers who purchases the FMCG products through different digital media in Kerala. Hence, the study adopts a convenient sampling method in identifying the determined sample size of 1067 consumers in Kerala. The collected

data were validated and established the reliability by employing various statistical tests. After checking the normality assumptions, the data come under normal distribution curve and appropriate statistical tools such as cluster analysis, correlation analysis and multiple regression analysis were used for analysing the data to empirically test the hypotheses developed from the literature review in tune with the objectives of the study.

RESULTS AND DISCUSSION

Clustering the types of consumers based on the purchase decision of FMCG products through the digital media: Cluster Analysis

Hierarchical Cluster Analysis is a statistical technique that identifies groups of samples that behave similarly or show similar characteristics and thus quantify the structural characteristics of the samples or variables. The procedure of the hierarchical clustering involves the construction of hierarchy of treelike structure. There are two kinds of procedures to construct a structure, namely agglomerative and divisive. In the agglomerative method, each observation starts in a cluster of its own and then continuously joins clusters together until there is only one cluster consisting of all the observations. The divisive method proceeds in the opposite direction to the agglomerative method.

Table: 1(a) Final cluster centers on the types of consumers based on the purchase decision of FMCG products through the digital media

Types of consumers based on the purchase decision of FMCG products through the digital media	Average Mean Score	F	Sig.*
Clusters			
Discount consumers	4.11	59.83	.000
Loyal consumers	3.62		
Need based consumers	2.44		
Impulsive consumers	1.79		
Wandering consumers	0.88		

Source: Computed from primary data

*5% level of significance

The selected consumers who purchased the FMCG products through digital media are categorized into five types of consumers based on their behavior on purchase decision. The selected consumers are classified into five segments because the difference between the coefficients is significant in five cases on the hierarchical cluster. For the purpose of classification of selected consumers, K-Means cluster is used. Table: 1 (a) shows the mean values for the five clusters which reflect the attributes of each cluster. According to the mean values of each cluster, selected consumers are categorized into five types of consumers.

The first cluster has highest mean value in all the factors deciding the consumer purchase decision through digital media and the average mean score of this cluster is 4.11. Thus, first cluster of consumers can be called as ‘**Discount Consumers**’ based on their purchase decision of FMCG products through the digital media. These are the types of consumers who look for a discount on the product that they want to buy through online platform. These types of customers make the biggest portion of total consumers of purchasing the product

through digital media. They are usually interested in the extra information on when the sale is happening and exact conditions of the discount and offers offered by a company.

The second cluster agrees upon all the factors deciding the consumer purchase decision through digital media and the average mean score of this cluster is 3.62. Thus, second cluster of consumers can be called as ‘**Loyal Consumers**’ based on their purchase decision of FMCG products through the digital media. These types of customers are satisfied consumers. They not only stay loyal to the brand of the product but also praise and recommend the product to their family and friends.

The third cluster were neutral in opinion all the factors deciding the consumer purchase decision through digital media and the average mean score of this cluster is 2.44. Thus, third cluster of consumers can be called as ‘**Need based Consumers**’ based on their urgent purchase decision of FMCG products through the digital media. These types of customers actually know what they want to purchase and why they need them through digital media. They usually don’t require

an extra information and online assistance to choose a product because they usually have the knowledge about the product they want to buy.

The fourth cluster of consumers can be called as ‘**Impulsive Consumers**’ as their average mean score is 1.79. These cluster of customers don’t shop as per their need or because of ongoing sale in digital media. The shopping of these types of customers is highly influenced by their current mood. They usually tend to buy a product, if, at the time of shopping, they find it useful and good at that point in time. Handling these types customers is a challenging task because they always want quick and brief help for all the useful products available in the digital media. They mostly listen to the recommendations provided and buy the product with their current impulse and mood of using such FMCG products.

The fifth cluster of consumers can be called as ‘**Wandering Consumers**’ as their average mean score is 0.88. These customers don’t have specific needs and they enter into a digital media of shopping for just searching the products and not in an intention to buy the product

through online media. Mostly, these types of customers like social interaction and they will search about the random products, but shows a little or zero interest in buying them. Such cluster of consumers may sometimes convert into a potential consumer through getting some insightful information about the FMCG products, its features or the offer available at the digital platform.

The analysis of variance (F value: 59.83) indicates that there is significant difference exists among the five clusters of selected consumers, since their mean values are significantly different. The significant value for deciding the consumer purchase decision through digital media by the different types of consumers is 0.000. This means that there is significant difference exist among the five different types of consumers who purchased the FMCG products through digital media. Each cluster of consumers differently evaluate the need of buying a product and choose different alternatives in the digital platform and finally purchase the product based on their evaluation of the information available through digital media.

Table: 1 (b) Clusters of selected employees of private insurance sector

Number of Cases in each Cluster		Percent	
Cluster	1	422	39.5
	2	173	16.2
	3	332	31.1
	4	89	8.5
	5	51	4.7
Valid (Total)		1067	100
Missing		0	

Source: Computed from primary data

Table: 1 (b) indicates that out of the total 1067 selected consumers, 422 consumers belong to cluster 1 and they are called as ‘Discount Consumers’, 173 consumers belong to cluster 2 and they are called as ‘Loyal Consumers’, 332 consumers belong to cluster 3 and they are called as ‘Need based Consumers’, 89 consumers belong to cluster 4 and they are called as ‘Impulsive Consumers’ and the remaining 51 consumers belong to cluster 5 and they are called as ‘Wandering

Consumers’ based on their purchase decision of FMCG products through the digital media. This means that around 40 percent of selected consumers are discount consumers, nearly 16 percent of selected consumers are loyal consumers, around 31 percent of selected consumers are need based consumers, nearly 9 percent of selected consumers are impulsive consumers and around 5 percent of selected consumers are just wandering consumers in digital media.

H₀: There is no significant difference in the consumer feedback towards purchasing the FMCG products through digital media among the different clusters of customers based on their purchase decision.

Table: 2 Clusters of customers and consumer feedback towards purchasing the FMCG products through digital media - ANOVA

Variables	Label	Sum of Square	Df	Mean Square	F	Sig.
Feedback on product features	Between Groups	6.854	4	1.713	21.41	.000*
	Within Groups	85.175	1062	.080		
	Total	92.029	1066			
Feedback on product usage and experience	Between Groups	4.525	4	1.131	8.13	.000*
	Within Groups	148.675	1062	0.139		
	Total	153.200	1066			
Feedback on product improvement	Between Groups	6.804	4	1.701	15.05	.000*
	Within Groups	120.285	1062	0.113		
	Total	127.089	1066			
Feedback on services	Between Groups	8.179	4	2.044	17.47	.000*
	Within Groups	124.555	1062	0.117		
	Total	132.734	1066			

Source: Computed from Primary Data

*5% level of significance

Table: 2 reveals the result of ANOVA applied to test the significant difference in the consumer feedback towards purchasing the FMCG products through digital media among the different clusters of customers like discount consumers, loyal consumers, need based consumers, impulsive consumers and wandering consumers based on their purchase decision. The calculated P value for the feedback on product features (F value = 21.41) show that there is a significant difference among the clusters of customers based on their purchase decision, since its P value (.000) is less than 0.05. The calculated P value for the feedback on product usage and experience (F value = 8.13) show that there is a significant difference among the clusters of customers based on their purchase

Ho: Feedback provided on purchasing the FMCG products through digital media have no relationship with the consumer satisfaction.

decision, since its P value (.000) is less than 0.05. The calculated P value for the feedback on product improvement (F value = 15.05) show that there is a significant difference among the clusters of customers based on their purchase decision, since its P value (.000) is less than 0.05. The calculated P value for the feedback on services (F value = 17.47) show that there is a significant difference among the clusters of customers based on their purchase decision, since its P value (.000) is less than 0.05. Hence, the null hypothesis is rejected. It is found that there is a significant difference in the consumer feedback towards purchasing the FMCG products through digital media among the different clusters of customers based on their purchase decision.

Table: 3 Correlation between the consumer feedback and consumer satisfaction

Types of consumer feedback	Consumer satisfaction	
	PC	Sig.
Feedback on product features	.689**	.000
Feedback on product usage and experience	.712**	.000
Feedback on product improvement	.674**	.000
Feedback on services	.664**	.000
** Correlation is significant at the 0.01 level (2-tailed)		

Source: Computed from Primary Data

Table 3 deals with the correlation between the consumer feedback towards purchasing the FMCG products through digital media and their satisfaction. It indicates that all the independent variables of consumer feedback towards purchasing the FMCG products through digital media have significant relationship with the dependent variable called consumer satisfaction at 1 percent level of significance (P value .000 < 0.01). Hence

the hypothesis is rejected. The result also reveals that Feedback on product features (68.9 percent), Feedback on product usage and experience (71.2 percent), Feedback on product improvement (67.4 percent) and Feedback on services (66.4 percent) have significant relationship with consumer satisfaction. It is found that all the types of consumer feedback towards purchasing the FMCG products through digital media have positive influence on

the consumer satisfaction. It is concluded that the feedback on product usage and experience has the highest significant relationship with the consumer satisfaction. It found that when the consumer feedback of product usage and experience is better, this will ultimately imply a better satisfaction among the consumers who purchased the FMCG product through digital media.

Ho: Satisfaction in customer feedback have no influence on the repurchase intention of FMCG products through digital media.

Here the multiple regression analysis for repurchase intention of FMCG products through digital media (Y) was

performed with 4 independent variables of different types of customer feedback such as feedback on product features (X₁), feedback on product usage and experience (X₂), feedback on product improvement (X₃) and feedback on services (X₄).

$$Y = a_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$$

Where b_i is the Unstandardized beta coefficients of each variable and a₀ is a constant value.

Inter correlation between the variables of different types of customer feedback revealed that all the predictor variables were entered simultaneously for regression equation because no multicollinearity exists among the selected 4 predictor variables.

Table: 4 (a) Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.854	.729	.722	.382
Predictors: (Constant), feedback on product features (X ₁), feedback on product usage and experience (X ₂), feedback on product improvement (X ₃), feedback on services (X ₄)				
Dependent Variable: Repurchase Intention				

Source: Computed from Primary Data

The model summary table shows the overall predictability of the regression model. Adjusted R² value 0.722 states that all the 4 independent variables of different types of customer feedback have 72.2 percent influence on the dependent

variable called repurchase intention. Thus, it is identified that the satisfaction in customer feedback have an influence on therepurchase intention of FMCG products through digital media.

Table: 4 (b) ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.422	4	9.605	63.61	.000*
	Residual	160.567	1062	0.151		
	Total	198.989	1066			

Source: Computed from Primary Data

* 5 Percent level of significance

ANOVA results reveals p-value as 0.000 (F value = 63.61) is less than 0.05 and it indicates that regression model is statistically significant. So, the null hypothesis is rejected. Hence, there is a significant relationship exists between the

variables tested in the hypothesis. Thus, it has been identified that the variables of customer feedback are closely associated and have an influence on the repurchase intention of FMCG products through digital media.

Table: 4 (c) Coefficients of Multiple Regression Analysis

Model	Variables	UC		SC	T	Sig.
		B	SE	Beta		
1	(Constant)	2.128	.113		9.944	.000*
	Feedback on product features	.641	.042	.677	13.369	.000*
	Feedback on product usage and experience	.768	.027	.752	17.039	.001*
	Feedback on product improvement	.584	.023	.595	10.583	.000*
	Feedback on services	.697	.025	.682	14.845	.000*

Dependent Variable: Spiritual Intelligence

Source: Computed from Primary Data

* 5 Percent level of significance

It is identified from the coefficient table that the satisfaction on different types of customer feedback such as feedback on product features (Beta Coefficient = 0.677, Sig = .000), feedback on product usage and experience (Beta Coefficient = 0.752, Sig = .001), feedback on product improvement (Beta Coefficient = 0.595, Sig = .000) and feedback on services (Beta Coefficient = 0.682, Sig = .000) have significant positive effect on repurchase intention of FMCG products through

digital media, since all the significant values of predictor variables is less than 0.05. It reveals that the satisfaction of the consumers towards the feedback on product usage and experience has the highest significant positive effect on the repurchase intention of FMCG products through digital media. Hence, it is concluded that the satisfaction in customer feedback have an influence on the repurchase intention of FMCG products through digital media.

CONCLUSION

In Kerala FMCG products is a key factor for the development of economy and the decision making process of consumers may vary according to the various factors.

The satisfaction in customer feedback have an influence on the repurchase intention of FMCG products through digital media.

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