International Journal of Advanced Research and Multidisciplinary Trends (IJARMT)
An International Open Access, Peer-Reviewed Refereed Journal
Impact Factor: 7.2 Website: https://ijarmt.com ISSN No.: 3048-9458

An Empirical Study on Consumer Buying Behaviour, insights and pattern on Fast Moving Consumer Goods with Special reference to Bengaluru District

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ABSTRACT

Fast-Moving Consumer Goods (FMCG) represent one of the most dynamic and competitive segments of the Indian retail market. These products are characterized by low cost, rapid turnover, and frequent purchase cycles. The study titled "An Empirical Study on Consumer Buying Behaviour, Insights and Patterns on Fast Moving Consumer Goods with Special Reference to Bengaluru District" examines the behavioural patterns, preferences, and determinants influencing consumer purchase decisions in the FMCG sector within Bengaluru District. As a major metropolitan city with diverse socio-economic groups, Bengaluru provides a relevant context to understand evolving consumption trends shaped by urbanization, technological advancement, lifestyle changes, and the expansion of organized retail and digital commerce.

The primary objective of the study is to identify significant factors affecting consumer purchasing behaviour toward FMCG products. Key determinants include price sensitivity, brand awareness and loyalty, perceived quality, packaging, promotional offers, product availability, store ambience, peer influence, and the growing impact of online shopping platforms. The study also evaluates the influence of demographic variables such as age, gender, income, education, occupation, and family size on purchase frequency, brand preference, and brand-switching behaviour. Additionally, it explores the role of digital media, social media advertising, and influencer marketing in shaping consumer awareness and buying intentions.

A descriptive and analytical research design was adopted. Primary data were collected through a structured questionnaire administered to consumers across urban and semi-urban areas of Bengaluru District. The questionnaire gathered information on purchase frequency, preferred retail channels (kirana stores, supermarkets, hypermarkets, and e-commerce platforms), brand preference, responsiveness to discounts, and satisfaction levels. Secondary data were sourced from journals, industry reports, government publications, and academic literature to provide theoretical support. The collected data were analyzed using statistical tools such as percentage analysis to identify patterns and relationships.

The findings reveal that price, product quality, brand reputation, and promotional schemes are the most influential factors in FMCG purchase decisions. While consumers demonstrate moderate to high brand awareness, loyalty is often influenced by discounts and value-added offers, leading to frequent brand switching. Convenience and accessibility significantly affect retail outlet choice. Traditional kirana stores remain important due to proximity and informal credit facilities, whereas organized retail outlets attract consumers through product variety and promotional benefits. E-commerce platforms are increasingly preferred by younger and working consumers because of convenience, home delivery, and digital payment options.

Demographic analysis indicates variations across income and age groups. Higher-income consumers prioritize quality and brand reputation, while middle- and lower-income groups are more price-sensitive. Younger consumers are more influenced by social media and peer recommendations, whereas older consumers rely on habitual buying and established brand trust. Education level shows a positive correlation with product awareness and comparison-shopping behaviour.

In conclusion, FMCG consumers in Bengaluru are informed and value-conscious, seeking a balance between price, quality, and brand credibility. Companies operating in this sector must adopt localized marketing strategies, competitive pricing, strong distribution networks, and integrated digital approaches to sustain consumer engagement and long-term loyalty.

Keywords: Consumer Purchasing Behaviour, Fast Moving Consumer Goods (FMCG), Brand Loyalty, Price Sensitivity, Promotional Strategies, Retail Channels, E-commerce, Buying Patterns, Digital Marketing, Bengaluru District.

1. INTRODUCTION

Consumer Buying Behaviour Pattern: Consumer buying behaviour examines how individuals and groups select, purchase, and evaluate products to satisfy their needs. It is a continuous psychological process that begins before the actual purchase and extends to post-purchase evaluation. This behaviour is influenced by internal factors such as personal preferences, emotions, and motivations, as well as external factors like family, social trends, culture, and marketing strategies. Typically, consumers recognize a need, search for information, compare alternatives based on price, quality, and brand image, make a purchase decision, and finally evaluate their satisfaction. Understanding this process helps businesses anticipate customer expectations and build effective marketing strategies.

Fast Moving Consumer Goods (FMCG) Products: FMCG are low-cost, frequently purchased everyday products such as milk, soap, and toothpaste. They have high turnover, short shelf life, and wide distribution. The industry depends on large sales volumes, strong branding, and efficient supply chains rather than high profit margins per unit.

2. REVIEW OF LITERATURE

1. Suman, K. M. & Siddayya (2023): International Journal of Food and Nutritional Sciences, pp. 45–53. (UGC CARE).Summary: This study focuses on North Bengaluru and identifies a significant shift toward Quick Commerce (10-minute delivery). It concludes that "availability" on apps like Zepto/Blink it is now a stronger driver than brand loyalty.

2. Charumathi, D. & Deepika, P. (2025): MEASI Institute of Management - Research Journal, pp. 44–51.Summary: Analyzes the link between brand awareness and risk aversion. It suggests that Bengaluru's educated workforce uses established FMCG brands as a "quality seal" to mitigate health risks.

3. Lakshman, K. et al. (2023): Global Journal for Research Analysis, Vol. 12, Issue 4.Summary: Investigates the "Convenience Factor" in Bengaluru. The paper argues that geographical proximity of retail is being replaced by "Digital Proximity," where mobile-first consumers prioritize ease of app-ordering.

4. Adithya (2024): IJFMR - International Journal for Multidisciplinary Research, pp. 88–94.Summary: Found that for Bengaluru's Gen Z (ages 18–25), packaging aesthetics and social media "influencer trust" have a 0.72 correlation with unplanned FMCG purchases.

5. Padmaja Vani, M. (2022): Journal of Emerging Technologies and Innovative Research (JETIR), pp. 643–649. (UGC CARE).Summary: Explores the "Green Gap" in Bengaluru city. While 80% of consumers intend to buy eco-friendly FMCG, only 30% do so due to perceived price premiums and lack of shelf-space in local stores.

6. Dr. V. Siva Subramanian (2024): International Journal of Creative Research Thoughts (IJCRT), pp. c791–c798.Summary: Focuses on supply chain effectiveness in South Bengaluru. It proves that stock-outs in traditional Kirana stores lead to immediate brand switching in 65% of cases.

7. Bhojwani, R. (2025): International Insurance Law Review (Special Issue on Consumerism), 33(S5), pp. 732–748.Summary: Analyzes digital trust. It highlights that Bengaluru residents are significantly more likely than national averages to rely on online reviews before trying a new FMCG food brand.

8. Sangameshwaran, S. (2023): International Journal of Scientific Research (IJSR), pp. 26–30.Summary: A comparative study noting that Bengaluru has transitioned from "Monthly Bulk Buying" to "Need-Based Micro-Purchasing" due to high urbanization and smaller household sizes.

9. Pallavi, G. S. & Shashidhar (2024): Journal of Business and Management, Vol. 26, pp. 112–120.Summary: Examines the "Premiumization" trend. It notes that the IT corridors (Whitefield/Electronic City) show a strong positive correlation between income and the purchase of organic/fortified staples.

10. Rajeshwari (2021): Turkish Online Journal of Qualitative Inquiry (TOJQI), Vol. 12, No. 7.Summary: Identifies that the 9.4% growth in Bengaluru's FMCG sector is primarily driven by high disposable incomes and a return-to-office culture that boosts personal care sales. Section 2: Digital Marketing & Online Behavior (Metropolitan Context)

11. Dhariwal, S. & Singh, A. (2025): International Journal of Innovative Research in Technology (IJIRT), pp. 972–978.Summary: Highlights the "Digital Impact" on buying decisions, noting that Instagram Reels have become the primary source for product discovery among Bengaluru's urban youth.

12. Basha, A. et al. (2025): Advances in Economics, Management and Political Sciences, Vol. 33(S5). (Scopus Indexed).Summary: Investigates the Customer Decision Journey. It concludes that for FMCG, the "Evaluation" phase is now happening on mobile screens while commuting, rather than in-store.

13. Dr. Rambabu Gopisetti (2025): IJRASET, pp. 2118–2123. (Scopus Indexed).Summary: Specifically looks at personal care items. It finds that consumers in Tier-1 cities like Bengaluru are willing to pay 15% more for "Chemical-Free" or "Vegan" labels.

3. RESEARCH GAP:

Research gaps include whether 10-minute quick commerce delivery overrides brand loyalty in Bengaluru, prompting consumers to switch brands based on availability. Another gap examines how severe traffic congestion shifts behaviour from weekly supermarket shopping to frequent digital micro-purchases. Additionally, limited research tracks the cross-platform decision journey of tech-workers integrating digital influence with physical buying.

4. STATEMENT OF THE PROBLEM

A Statement of the Problem identifies the specific issue your research will address, while the Justification explains why this research is necessary right now. For your study on Bengaluru's FMCG market in 2026, these sections must reflect the city's unique shift toward Quick Commerce and Sustainability.

1. Statement of the Problem:

Despite Bengaluru being the "Silicon Valley of India" and a primary hub for the FMCG sector, there is a growing disconnect between traditional marketing models and the current consumption reality of 2026. The problem is defined by the following dimensions:

Erosion of Brand Loyalty: While traditional FMCG success was built on long-term brand equity, 2026 data shows that 74% of urban consumers have switched brands in the last year. In Bengaluru, "Brand Heritage" is being replaced by "Immediate Availability."

The Quick-Commerce Paradox: The explosion of 10-minute delivery (Zepto, Blinkit, Big Basket Now) has fundamentally altered purchase psychology. Consumers no longer follow "Planned Monthly Grocery" patterns, leading to unpredictable, high-frequency, small-ticket buying.

5. NEED FOR THE STUDY

Understanding Consumer Behaviour: Consumer behaviour in the FMCG sector is dynamic and influenced by multiple factors such as income, education, brand perception, and promotional activities.

Rapid Urbanization and Market Growth in Bengaluru: Bengaluru is one of India's fastest-growing metropolitan cities with a diverse population. With increasing urbanization and disposable income, the consumption of FMCG products is rising. Studying consumer buying patterns in this region provides insights specific to urban Indian markets.

Influence of Digital Platforms and Social Media: The rise of e-commerce, quick commerce apps, and digital marketing has transformed how consumers discover, evaluate, and purchase FMCG products. An empirical study helps capture how digital influence affects buying behaviour in a tech-savvy city like Bengaluru.

Brand Loyalty and Preference Analysis: FMCG companies need to understand factors such as brand loyalty, preference for packaging, promotional schemes, and product availability to effectively target consumers. This study identifies which factors strongly influence purchase decisions.

Gap in Regional Research: While several studies exist on consumer behaviour in India, there is a lack of focused empirical research specifically addressing Bengaluru. This study fills that gap by providing localized, data-driven insights into consumer buying patterns.

6. OBJECTIVES OF THE STUDY

1. To identify the key factors influencing purchase decisions
2. To evaluate the role of digital and traditional media
3. To study the influence of "Green" and Health-conscious trends
4. To Examine the Impact of Digital & Quick Commerce
5. To Study Brand Loyalty and Switching Behaviour
6. To Evaluate the Role of Sustainability and "Clean Labels"

7. SCOPE OF THE STUDY

The Scope of the Study defines the boundaries of your research. For a study centered on Bengaluru in 2026, the scope must account for the city's unique position as a high-tech hub with a booming "Quick Commerce" economy and a highly diverse, migrant-heavy population.

1. Geographical Scope:

The study is strictly confined to the Greater Bengaluru Authority (GBA) limits. The study is geographically confined to the jurisdiction of the Greater Bengaluru Authority (GBA), specifically focusing on the five newly constituted Municipal Corporations (Central, North, East, West, and South). This allows for a comparative analysis of consumer behaviour across different administrative and socio-economic zones within the 712 sq. km. area."

2. Product Scope (FMCG Categories):

Since "FMCG" is vast, the study narrows its focus to high-frequency categories:

Personal Care: Soaps, shampoos, skincare, and oral care.

Household Care: Detergents, floor cleaners, and surface disinfectants.

Food & Beverages: Packaged snacks, ready-to-eat meals, health drinks, and staples (atta, oil).

Health & Wellness: The growing segment of organic products and nutraceuticals, which is highly popular in Bengaluru.

3. Demographic Scope:

The study targets a diverse consumer base to ensure representative data: Age Groups, Occupational Profile, and Income Brackets.

4. Operational & Channel Scope:

This is where your study remains modern and relevant for 2026: Purchase Channels: Analyzing the shift from Traditional Retail (Kirana stores) to Modern Trade (Supermarkets) and, crucially, Quick Commerce (e.g., Zepto, Blinkit, Swiggy Instamart).

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8. SOURCES OF DATA COLLECTION

Primary Data Collection

This is the core of your "Empirical" research. Since Bengaluru has a unique split between traditional markets and a high-tech workforce, you should use a multi-pronged approach.

Quantitative Methods:

The study uses structured questionnaires distributed via Google Forms, targeting tech-park employees, university students, and residents of high-rise apartments. A sample size of 250 respondents was selected using a non-probability quota sampling method to ensure representation across the five administrative zones of the Greater Bengaluru Authority (GBA). A multi-stage stratified random sampling design was adopted, dividing Bengaluru into East, West, North, South, and Central clusters.

Limitations:

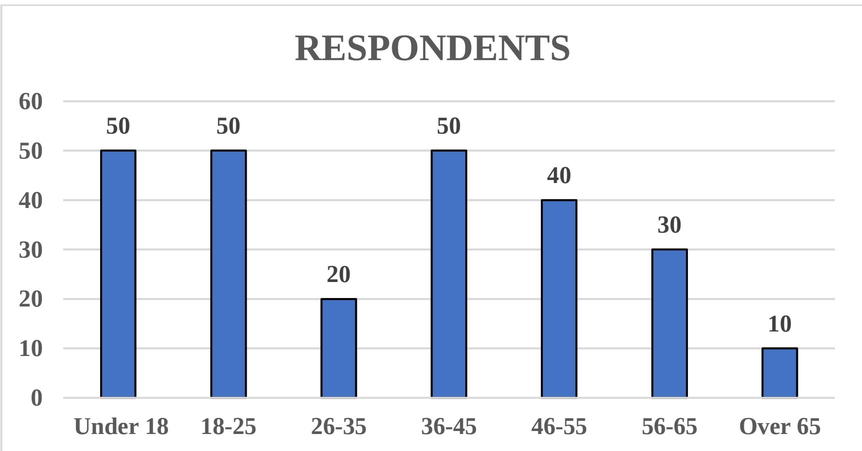
The study is confined to GBA metropolitan limits, excluding rural areas. It focuses only on Personal Care, Household Care, and Packaged Foods & Beverages, excluding tobacco, alcohol, and pharmaceuticals. Respondents are limited to adults aged 18–65 involved in purchase decisions. Data were collected only in January 2026. With 250 respondents, findings may not reflect ward-level variations.

Source of Data:

Primary Sources: Data Collected through questionnaire:

1. The age of respondents:

AGE	RESPONDENTS	PERCENTAGE
Under 18	50	20
18-25	50	20
26-35	20	8
36-45	50	20
46-55	40	16
56-65	30	12
Over 65	10	4
Total	250	100

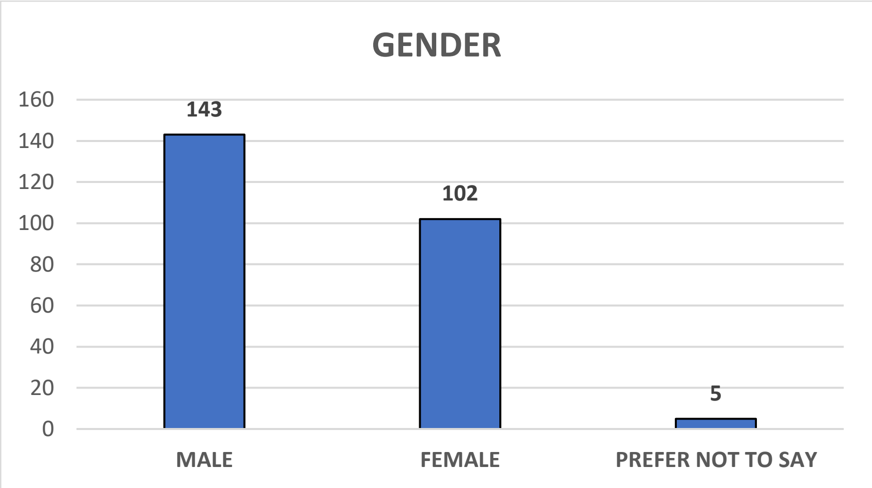


Analysis: The above table shows, the Age of the respondents belong to the under age 18 years is 20% with 25 Respondents. 20 % of the respondents are between the age group of 18-25 years. Around 8% of the respondents are from the age group of 26-35 years 20% of the respondents are from the age group of 36-45 years. 16 % of the respondents comes under the age group of 46-55. 12 % of the respondents comes under the age group of 56-65.

Interpretation: The above graph shows that majority 20% of the Respondents belongs to the Age group of under age 18 years, 18-25 years, 36-45 years. And 4% of the respondents whose Age is above 65 years are lowest.

2. The Gender Of Respondents

GENDER	RESPONDANTS	PERCENTAGE
Male	143	57.20
Female	102	40.80
Prefer not to say	05	2.00
Total	250	100



Analysis: The above table clearly shows that 57.20 % of respondents are Male Gender, 40.80 % of the respondents are Female Gender and 2% of respondents are prefer not to say.

Interpretation: The above graph infers that majority of 57.20 % of the respondents are Male gender.

3. The education qualification of respondents:

EDUCATION QUALIFICATION	RESPONDENTS	PERCENTAGE
SSLC	25	10
Diploma/Technical Certification	15	6
Undergraduate Degree	162	64.8
Postgraduate Degree	45	18
Doctorate	3	1.2
TOTAL	250	100

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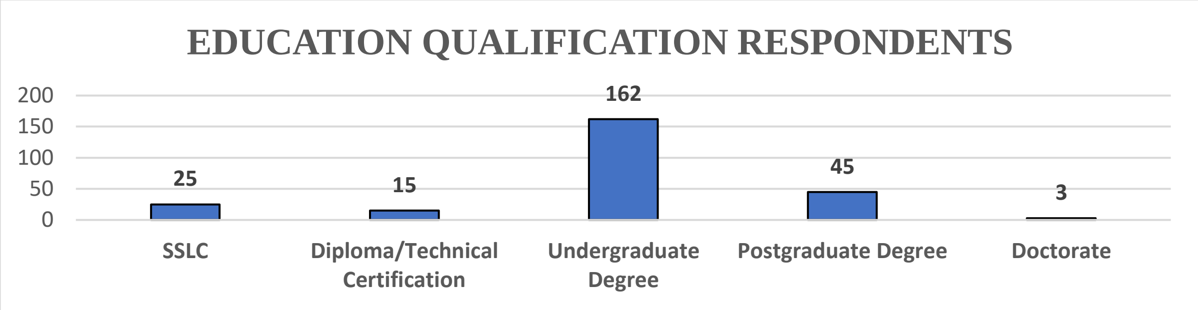


Analysis: The above table indicates the educational background of the respondents. It is clearly observed that the majority of the respondents, 64.80%, have completed an Undergraduate Degree, which forms the largest portion of the sample.

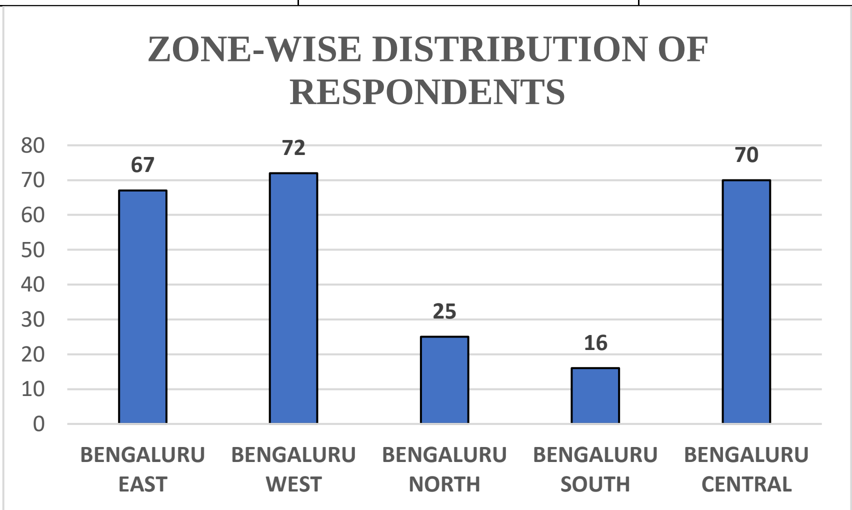
Further, 18% have completed a Postgraduate Degree, showing that a considerable number of respondents possess higher educational qualifications. About 10% have completed SSLC, while 6% hold a Diploma or Technical Certification, representing a smaller share of the total respondents. Only 1.2% have completed a Doctorate, which is the least represented educational qualification among the respondents.

Interpretation:

The above graph infers that the majority of the respondents are Undergraduate Degree holders is 64.80%, followed by Postgraduates is 18%. This indicates that the study primarily consists of respondents with graduate-level education.

4. The Primary Greater Bengaluru Authority Administrative Zone Of Respondents.

ZONES	RESPONDENTS	PERCENTAGE
Bengaluru east	67	26.80
Bengaluru west	72	28.80
Bengaluru north	25	10.00
Bengaluru south	16	6.40
Bengaluru central	70	28.00
Total	250	100.00



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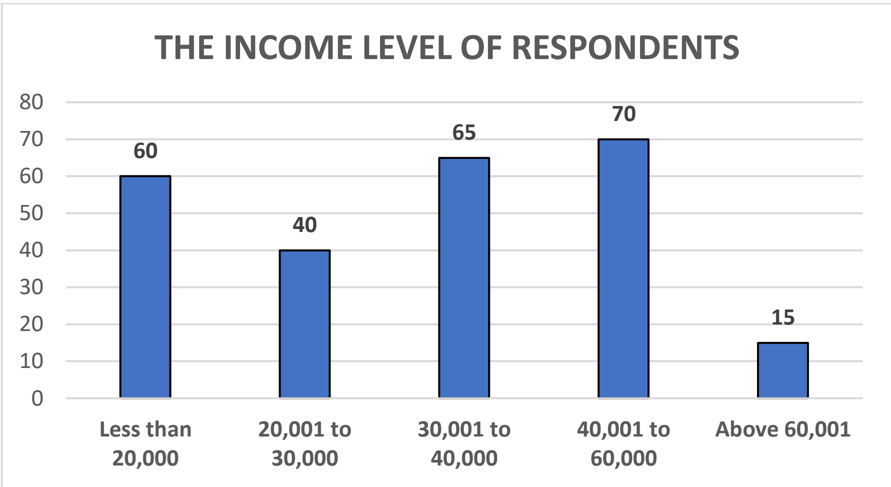
Analysis: The above table shows the distribution of respondents across different zones of Bengaluru. It is observed that the highest percentage of respondents belongs to Bengaluru West is 28.80%, followed closely by Bengaluru Central is 28.00%. Further, Bengaluru East accounts for 26.80% of the respondents, indicating a significant representation from this zone as well. A smaller proportion of respondents belongs to Bengaluru North is 10.00% respondents, while the least number of respondents are from Bengaluru South are 6.40% respondents.

Interpretation: The above data indicates that the majority of respondents are concentrated in Bengaluru West and Bengaluru Central, whereas Bengaluru South has the lowest representation in the study.

5. The Income Level Of Respondents:

INCOME LEVEL	RESPONDENTS	PERCENTAGE
Less than 20,000	60	24
20,001 to 30,000	40	16
30,001 to 40,000	65	26
40,001 to 60,000	70	28
Above 60,001	15	6
TOTAL	250	100.00

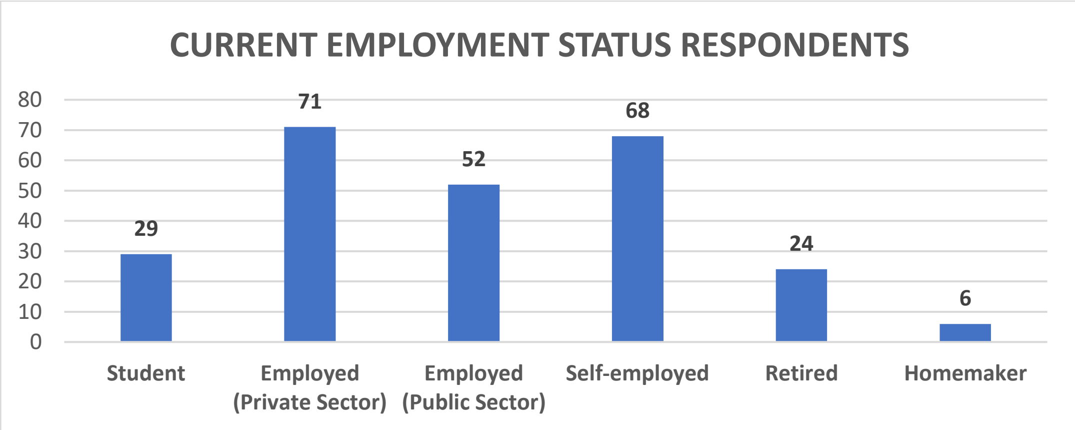


Analysis: The above table shows that 24% of the respondents earn less than ₹20,000 per month. 16% of the respondents fall under the income group of ₹20,001 to ₹30,000. Around 26% of the respondents belong to the income group of ₹30,001 to ₹40,000. A majority of 28% of the respondents fall under the income category of ₹40,001 to ₹60,000, which is the highest percentage among all income groups. Only 6% of the respondents earn above ₹60,001, which represents the lowest income category in the study.

Interpretation: The above graph shows that the majority (28%) of the respondents belong to the income group of ₹40,001 to ₹60,000. The least percentage (6%) of respondents falls under the income group of above ₹60,001.

6. The Current Employment Status:

CURRENT EMPLOYMENT STATUS	RESPONDENTS	PERCENTAGE
Student	29	11.6
Employed (Private Sector)	71	28.40
Employed (Public Sector)	52	20.80
Self-employed	68	27.20
Retired	24	9.60
Homemaker	06	2.40
TOTAL	250	100.00



Analysis: The above table shows that 11.6% of the respondents are Students. 28.4% of the respondents are employed in the Private Sector, which represents the highest percentage among all categories. Around 20.8% of the respondents are employed in the Public Sector. A significant 27.2% of the respondents are Self-employed, indicating a considerable proportion involved in independent occupations or businesses. Further, 9.6% of the respondents are retired, while only 2.4% of the respondents are Homemakers, which is the lowest percentage among all employment categories.

Interpretation: The above graph shows that the majority (28.4%) of the respondents are employed in the Private Sector, closely followed by Self-employed (27.2%) respondents. The least percentage (2.4%) of respondents falls under the Homemaker category.

7. How familiar with the various fmcg products?

FAMILIAR	RESPONDENTS	PERCENTAGE
Very familiar	214	85.60
Somewhat familiar	34	13.60
Not familiar at all	02	0.80
Total	250	100.00

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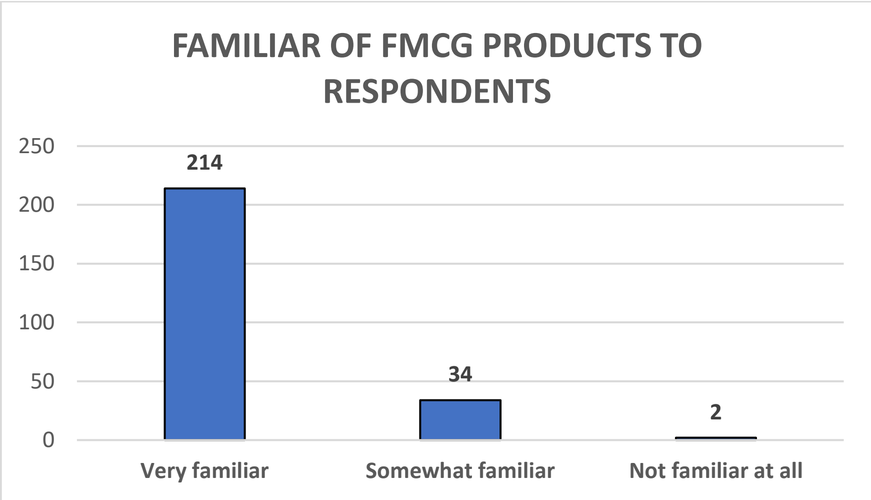
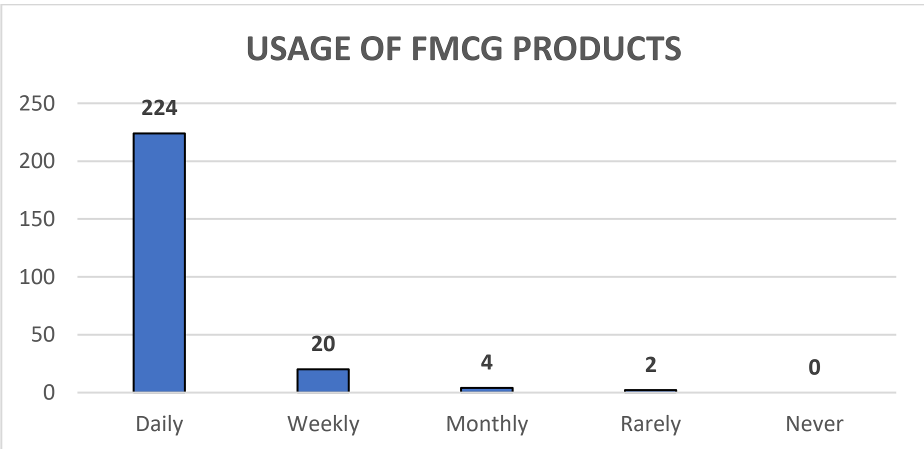


Analysis: The above table shows that 85.6% of the respondents are Very familiar with the subject, which represents the highest percentage among all categories. 13.6% of the respondents are somewhat familiar with the subject. Only 0.8% of the respondents are not familiar at all, which is the lowest percentage in the study.

Interpretation: The above graph shows that the majority (85.6%) of the respondents are Very familiar with the subject. The least percentage (0.8%) of respondents falls under the category of Not familiar at all.

8. The uses of fmcg's products/services:

UASAGE	RESPONDENTS	PERCENTAGE
Daily	224	89.60
Weekly	20	8.00
Monthly	4	1.60
Rarely	2	0.80
Never	0	00.00
Total	250	100.00



Analysis: The above table shows that 89.6% of the respondents use the service Daily, which represents the highest percentage among all categories. 8% of the respondents use it weekly.

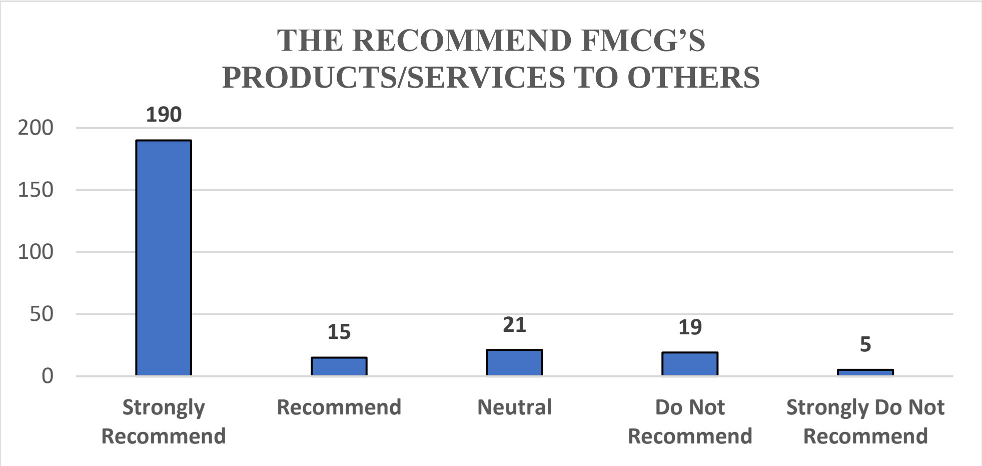
Around 1.6% of the respondents use it monthly, while 0.8% of the respondents use it rarely. None of the respondents (0%) selected the option Never, indicating that all respondents use the service to some extent.

Interpretation:

The above graph shows that the majority (89.6%) of the respondents use the service daily. The least percentage (0%) of respondents falls under the category of Never, followed by rarely (0.8%).

9. The recommend fmcg's products/services to others:

PARTICULARS	RESPONDENTS	PERCENTAGE
Strongly Recommend	190	76.00
Recommend	15	6.00
Neutral	21	8.40
Do Not Recommend	19	7.60
Strongly Do Not Recommend	5	2.00
Total	250	100.00



Analysis: The above table shows that 76% of the respondents strongly recommend the FMCG products/services, which represents the highest percentage among all categories. Around 6% of the respondents recommend the products, while 8.4% of the respondents remain neutral. About 7.6% of the respondents do not recommend the products, and only 2% of the respondents strongly do not recommend them.

Interpretation: The above graph shows that the majority of respondents is 76% strongly recommend the FMCG products/services. The least percentage is 2%falls under the category of strongly do not recommend, followed by do not recommend is 7.6%. This indicates that most respondents are satisfied and willing to recommend the products/services.

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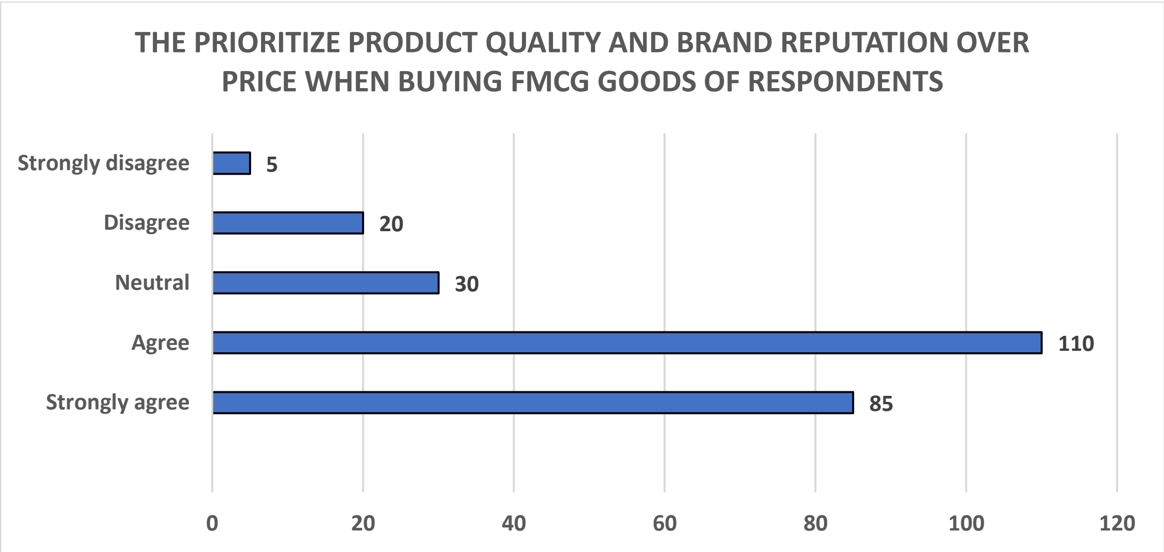
10. The prioritize product quality and brand reputation over price when buying fmcg goods of respondents.

PARTICULARS	RESPONDENTS	PERCENTAGE
Strongly agree	85	34.00
Agree	110	44.00
Neutral	30	12.00
Disagree	20	8.00
Strongly disagree	5	2.00
TOTAL	250	100.00



Analysis: A majority of respondents, 44%, answered Agree, which is the highest percentage, indicating that most consumers value quality and brand reputation more than just the price of the product. Additionally, 34% strongly Agree, showing that a significant portion of respondents place very high importance on quality and trusted brands. Together, 78% of respondents give priority to product quality and brand reputation. Meanwhile, 12% of respondents are Neutral, indicating that they consider both price and quality equally when making purchases. Disagree accounts for 8%, and Strongly Disagree is 2%, which is the least percentage, showing that very few consumers prioritize price over quality and brand reputation.

Interpretation: Overall, the findings indicate that the majority of respondents give more importance to product quality and brand reputation, with Agree (44%) being the highest and strongly Disagree (2%) the least, emphasizing the dominant role of trust and quality in FMCG purchasing decisions.

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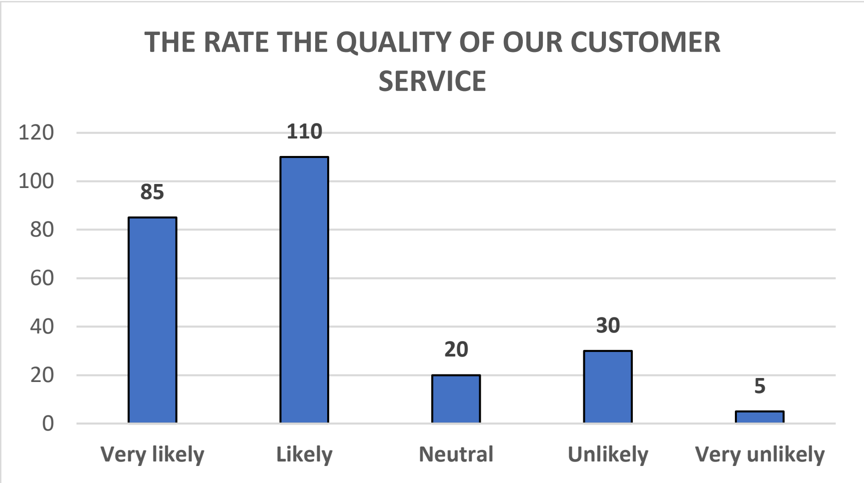
11. The rate the quality of our customer service:

PARTICULARS	RESPONDENTS	PERCENTAGE
Very likely	85	34.00
Likely	110	44.00
Neutral	20	8.00
Unlikely	30	12.00
Very unlikely	5	2.00
Total	250	100.00



Analysis: The above table shows that 44% of the respondents are likely to take the action, which represents the highest percentage among all categories. Around 34% of the respondents are very likely, while 8% of the respondents remain neutral. About 12% of the respondents are unlikely, and only 2% of the respondents are very unlikely to take the action.

Interpretation: The above graph shows that the majority of respondents 44% Likely are positively inclined, indicating a strong probability of the desired outcome. The least percentage is 2% falls under the category of very unlikely, showing very few respondents are strongly negative about it.

12. The easy is it to navigate our website/app:

PARTICULARS	RESPONDENTS	PERCENTAGE
Very easy	110	44.00
Easy	75	30.00
Neutral	30	12.00
Difficult	20	8.00
Very difficult	15	6.00
TOTAL	250	100.00

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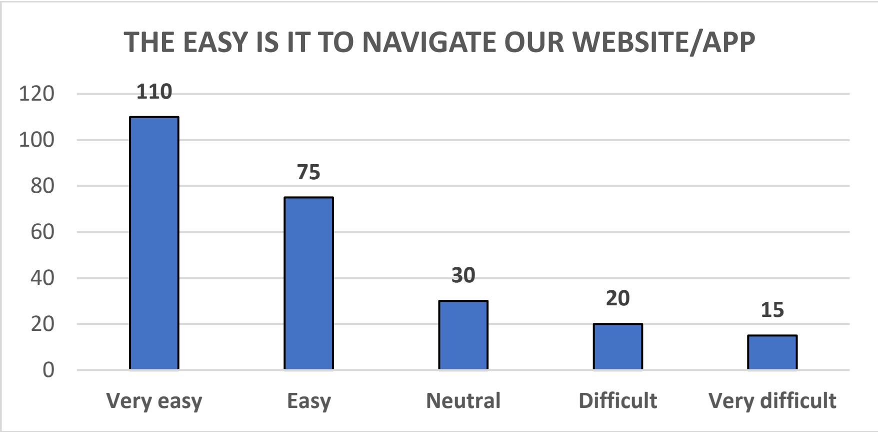
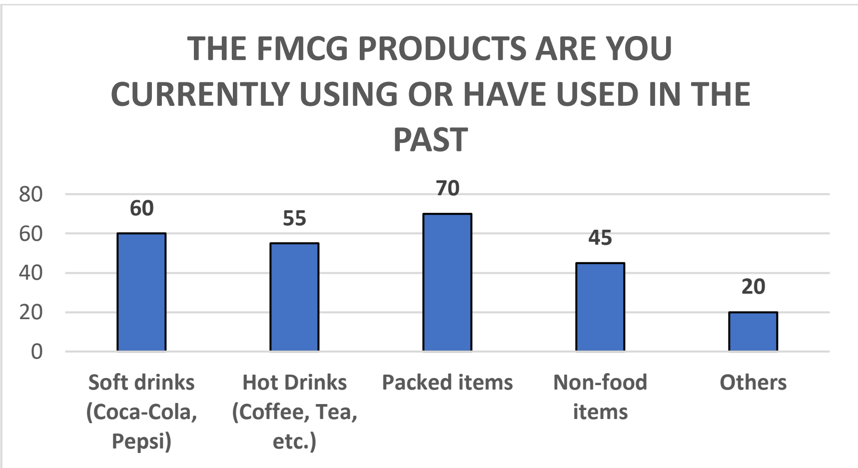


Analysis: The above table shows that 44% of the respondents find it very easy to use the service/app, which represents the highest percentage among all categories. Around 30% of the respondents find it easy, while 12% remain neutral. About 8% of the respondents find it difficult, and only 6% find it very difficult to use.

Interpretation: The above graph shows that the majority of respondents 44% Very Easy find the service/app easy to use, indicating high usability and user-friendliness. The least percentage is 6% falls under Very Difficult, showing that very few respondents face significant challenges.

13. The Fmcg Products Are You Currently Using Or Have Used In The Past

PARTICULARS	RESPONDENTS	PERCENTAGE
Soft drinks (Coca-Cola, Pepsi)	60	24.00
Hot Drinks (Coffee, Tea, etc.)	55	22.00
Packed items	70	28.00
Non-food items	45	18.00
Others	20	8.00
Total	250	100.00

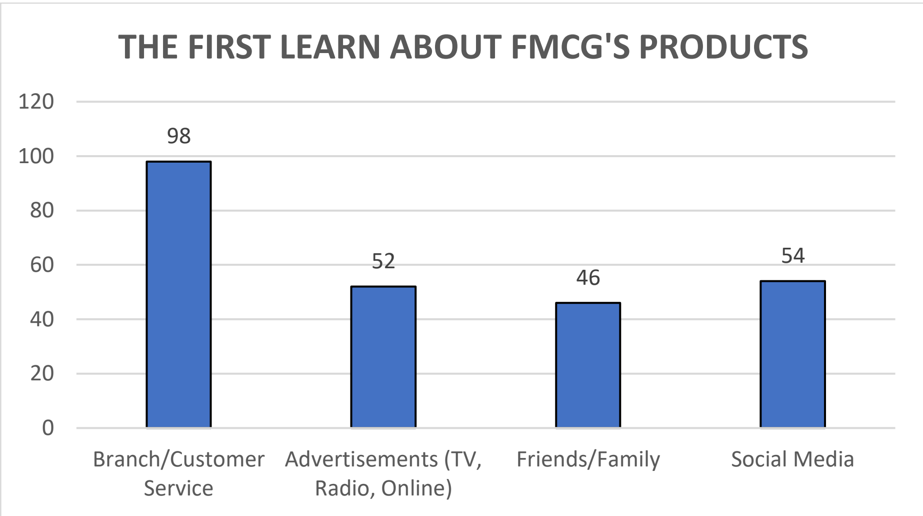


Analysis: The above table shows that 28% of the respondents purchase Packed Items, which represents the highest percentage among all categories. Around 24% of respondents purchase Soft Drinks (Coca-Cola, Pepsi), while 22% prefer Hot Drinks (Coffee, Tea, etc.). About 18% of respondents buy Non-food Items, and only 8% fall under the Others category.

Interpretation: The above graph shows that the majority of respondents is 28% prefer Packed Items, indicating these are the most commonly purchased products. The least preferred category 8% is others, suggesting minimal purchase in miscellaneous items.

14. The first learn about fmcg's products:

PARTICULARS	RESPONDENTS	PERCENTAGE
Branch/Customer Service	98	39.20
Advertisements (TV, Radio, Online)	52	20.80
Friends/Family	46	18.40
Social Media	54	21.60
Total	250	100.00



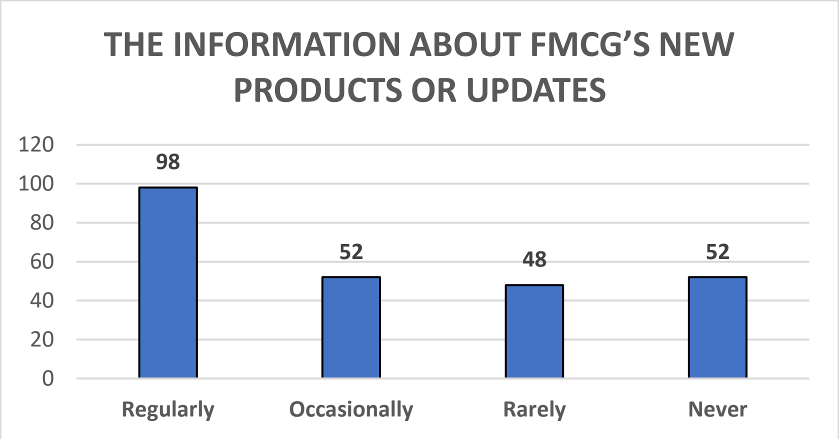
Analysis: The above table shows the sources through which respondents first learned about FMCG products. Out of the total respondents, 39.20% stated that they first learned about FMCG products through Branch/Customer Service, which represents the highest percentage among all the sources. This indicates that direct interaction with customer service or branch representatives plays a major role in creating product awareness. Around 21.60% of respondents mentioned Social Media as their first source of information, showing the growing impact of digital platforms. 20.80% learned through Advertisements (TV, Radio, Online), reflecting the continued importance of traditional and online advertising channels.

The least percentage is 18.40% of respondents reported Friends/Family as their first source of learning about FMCG products, suggesting that word-of-mouth plays a comparatively smaller role in initial awareness.

Interpretation: Overall, the table indicates that Branch/Customer Service is the most influential source, while Friends/Family is the least influential source in creating first-time awareness about FMCG products.

15. The Information About Fmcg's New Products Or Updates

PARTICULARS	RESPONDENTS	PERCENTAGE
Regularly	98	39.20
Occasionally	52	20.80
Rarely	48	19.20
Never	52	20.80
Total	250	100.00

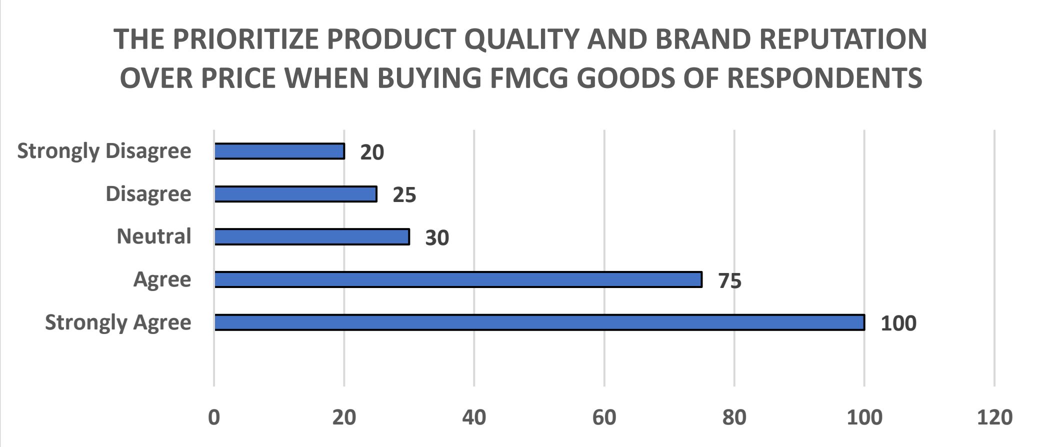


Analysis: The above table shows how frequently respondents receive information about FMCG's new products or updates. Out of the total respondents, 39.20% stated that they receive information regularly, which represents the highest percentage among all categories. This indicates that a large portion of consumers stay consistently informed about new FMCG product launches and updates. Both occasionally (20.80%) and Never (20.80%) share the same percentage, showing a moderate level of engagement, but also indicating that a significant group does not consistently receive updates. The least percentage is 19.20%, which falls under the Rarely category. This suggests that comparatively fewer respondents receive updates infrequently.

Interpretation: The majority of respondents receive information about FMCG products regularly is 39.20%, making it the highest category. The least percentage is Rarely being 19.20%, indicating that only a small portion of respondents receive updates infrequently.

16. The prioritize product quality and brand reputation over price when buying fmcg goods of respondents:

PARTICULARS	RESPONDENTS	PERCENTAGE
Strongly Agree	100	40.00
Agree	75	30.00
Neutral	30	12.00
Disagree	25	10.00
Strongly Disagree	20	8.00
TOTAL	250	100.00

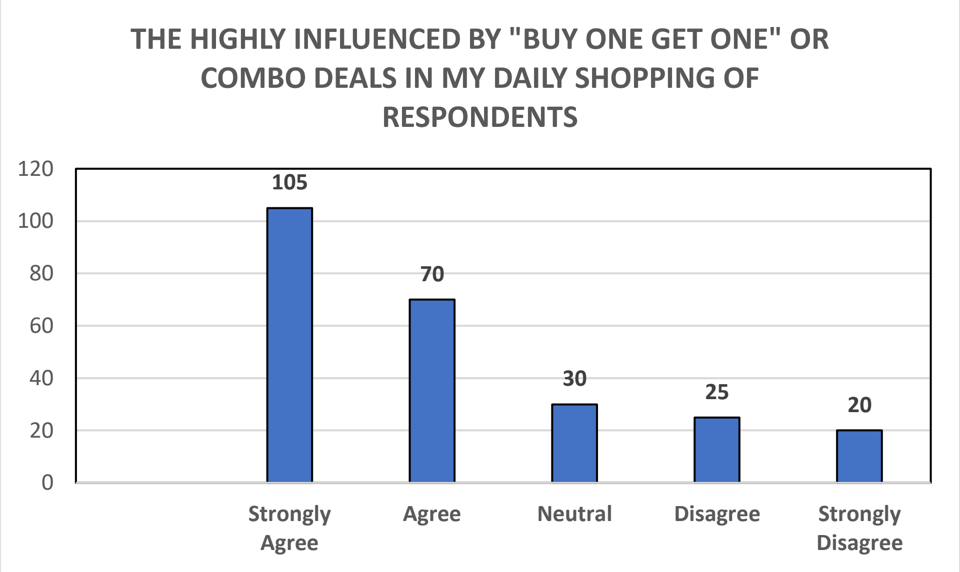


Analysis: The above table shows respondents' opinions on whether they prioritize product quality and brand reputation over price when purchasing FMCG goods. Out of the total respondents, 40.00% Strongly Agree, which represents the highest percentage among all categories. This indicates that a significant proportion of consumers strongly prefer quality and brand reputation rather than focusing only on price. Additionally, 30.00% of respondents Agree, showing that a combined 70.00% (Strongly Agree + Agree) of respondents give importance to quality and brand reputation over price. Meanwhile, 12.00% of respondents remain Neutral, suggesting they consider both price and quality equally. The least percentage is 8.00%, which falls under Strongly Disagree, indicating that only a small group of respondents strongly prioritize price over quality and brand reputation.

Interpretation: The findings clearly show that the majority of respondents prioritize product quality and brand reputation, with Strongly Agree is 40.00% being the highest category. The least percentage is Strongly Disagree is 8.00%, indicating minimal preference for price over quality among consumers.

17. The highly influenced by "buy one get one" or combo deals in my daily shopping of respondents.

PARTICULARS	RESPONDENTS	PERCENTAGE
Strongly Agree	105	42.00
Agree	70	28.00
Neutral	30	12.00
Disagree	25	10.00
Strongly Disagree	20	8.00
TOTAL	250	100.00

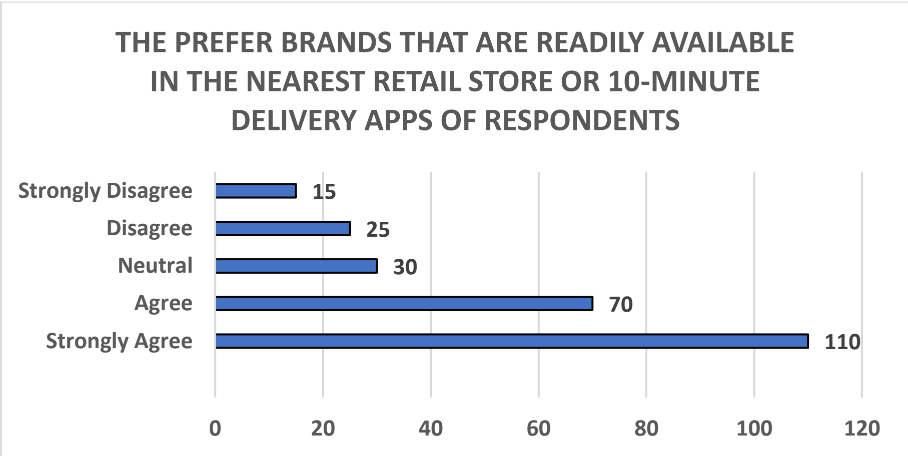


Analysis: The above table shows the level of influence of "Buy One Get One" or combo deals on respondents' daily shopping behaviour. Out of the total respondents, 42.00% Strongly Agree, which represents the highest percentage among all categories. This indicates that a large proportion of consumers are highly influenced by promotional offers such as combo deals and "Buy One Get One" schemes. Additionally, 28.00% of respondents Agree, making a combined 70.00% (Strongly Agree + Agree) who are positively influenced by such offers. This clearly shows that promotional pricing strategies play a significant role in consumer purchasing decisions. Meanwhile, 12.00% of respondents are Neutral, suggesting moderate or occasional influence. The least percentage is 8.00%, which falls under Strongly Disagree, indicating that only a small group of respondents are not influenced by these promotional offers.

Interpretation: The majority of respondents are influenced by "Buy One Get One" or combo deals, with Strongly Agree is 42.00%being the highest category. The least percentage is Strongly Disagree 8.00%, showing minimal resistance to promotional offers in daily shopping.

18. The Prefer Brands That Are Readily Available In The Nearest Retail Store Or 10-Minute Delivery Apps Of Respondents:

PARTICULARS	RESPONDENTS	PERCENTAGE
Strongly Agree	110	44.0
Agree	70	28.0
Neutral	30	12.0
Disagree	25	10.0
Strongly Disagree	15	6.0
TOTAL	250	100.00

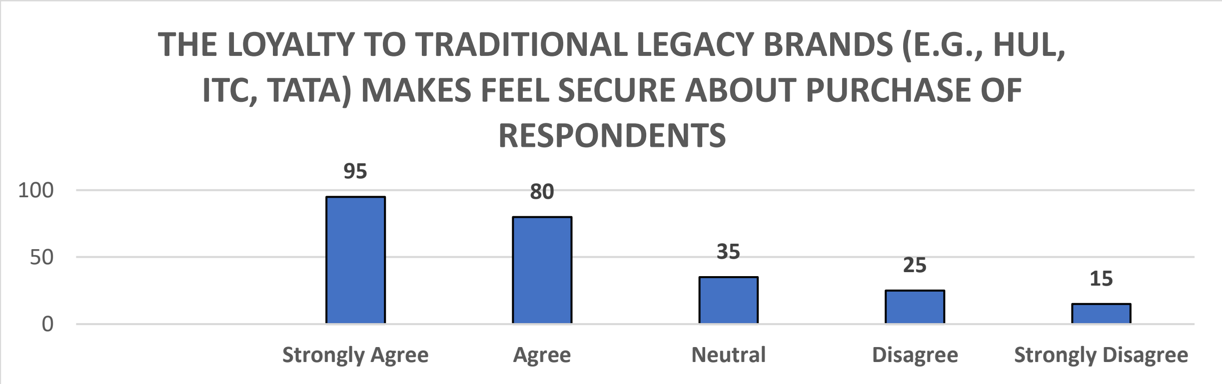


Analysis: Out of the total respondents, 44.0% Strongly Agree, which represents the highest percentage among all categories. This indicates that a large proportion of consumers strongly prefer brands that are easily accessible either in nearby retail stores or via quick delivery platforms. Additionally, 28.0% of respondents Agree, making a combined 72.0% (Strongly Agree + Agree) who value product availability and convenience. This highlights that accessibility and quick delivery play a crucial role in influencing purchasing decisions. Meanwhile, 12.0% of respondents are Neutral, suggesting moderate consideration of availability when choosing brands. The least percentage is 6.0%, which falls under Strongly Disagree, indicating that only a small number of respondents do not prioritize availability or quick delivery options.

Interpretation: The majority of respondents prefer brands that are easily available, with Strongly Agree is 44.0% being the highest category. The least percentage is Strongly Disagree is 6.00%, showing minimal disagreement about the importance of availability and convenience in FMCG purchases.

19. The loyalty to traditional legacy brands (e.g., hul, itc, tata) makes feel secure about purchase of respondents.

PARTICULARS	RESPONDENTS	PERCENTAGE
Strongly Agree	95	38.00
Agree	80	32.00
Neutral	35	14.00
Disagree	25	10.00
Strongly Disagree	15	6.00
TOTAL	250	100.00



Analysis: Out of the total respondents, 38.00% Strongly Agree, which represents the highest percentage among all categories. This indicates that a significant proportion of consumers feel a strong sense of security when purchasing products from well-established legacy brands. Additionally, 32.00% of respondents Agree, making a combined 70.00% (Strongly Agree + Agree) who feel confident and secure buying from traditional brands. This highlights the importance of brand trust, reputation, and long-standing market presence in influencing consumer decisions. Meanwhile, 14.00% of respondents are Neutral, suggesting a balanced view without strong preference. The least percentage is 6.00%, which falls under Strongly Disagree, indicating that only a small group of respondents do not feel secure purchasing from traditional legacy brands.

Interpretation: The findings clearly show that the majority of respondents feel secure purchasing from traditional legacy brands, with Strongly Agree is 38.00% being the highest category. The least percentage is Strongly Disagree is 6.00%, indicating minimal distrust toward established brands.

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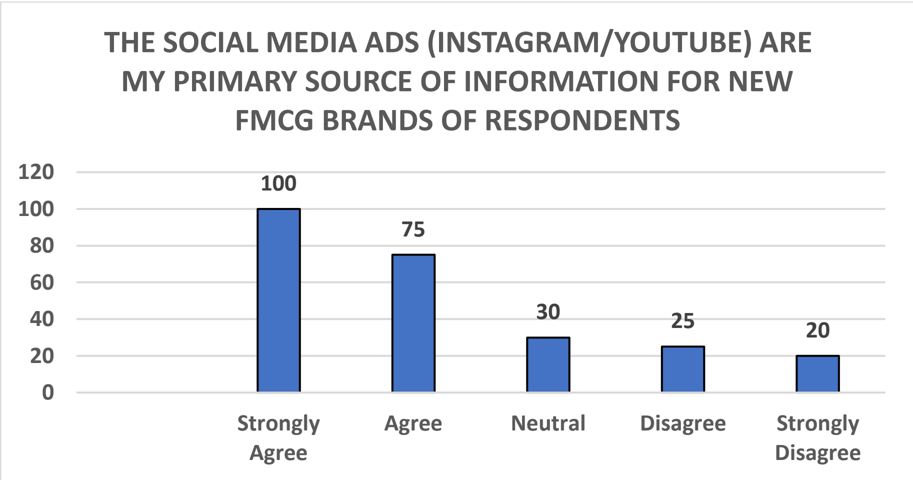
20. The social media ads (instagram/youtube) are my primary source of information for new fmcg brands of respondents:

PARTICULARS	RESPONDENTS	PERCENTAGE
Strongly Agree	100	40.00
Agree	75	30.00
Neutral	30	12.00
Disagree	25	10.00
Strongly Disagree	20	8.00
TOTAL	250	100.00



Analysis: Out of the total respondents, 40.00% Strongly Agree, which represents the highest percentage among all categories. This indicates that a significant proportion of consumers primarily rely on social media advertisements to learn about new FMCG brands. Additionally, 30.00% of respondents Agree, resulting in a combined 70.00% (Strongly Agree + Agree) who consider social media ads as their main information source. This highlights the strong impact of digital marketing and online platforms in shaping consumer awareness. Meanwhile, 12.00% of respondents are Neutral, suggesting moderate reliance on social media. The least percentage is 8.00%, which falls under Strongly Disagree, indicating that only a small group of respondents do not consider social media ads as their primary source of information.

Interpretation: The majority of respondents rely on social media ads for information about new FMCG brands, with Strongly Agree is 40.00% is being the highest category. The least percentage is Strongly Disagree 8.00%, showing minimal rejection of social media as a key information source.

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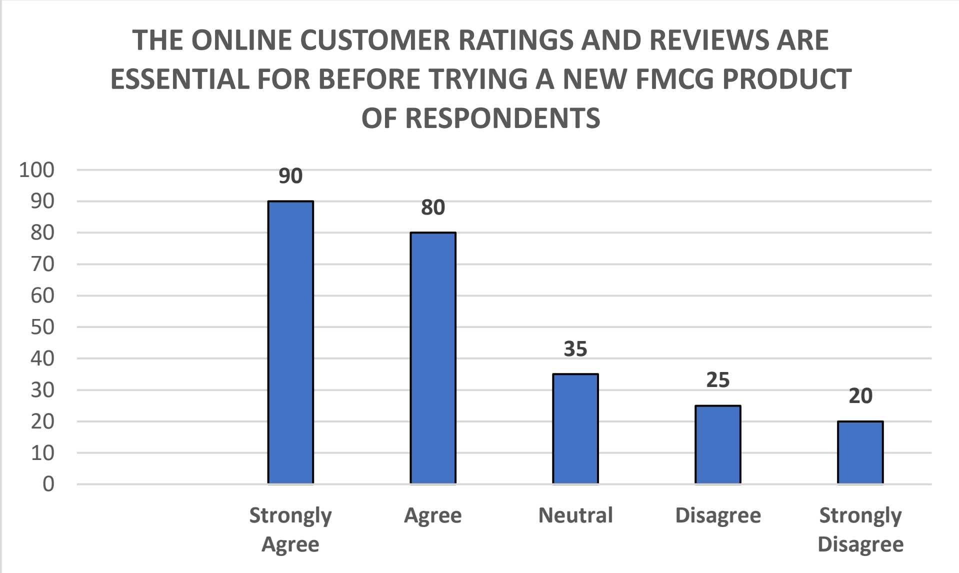
21. The online customer ratings and reviews are essential for before trying a new fmcg product of respondents.

PARTICULARS	RESPONDENTS	PERCENTAGE
Strongly Agree	90	36.0
Agree	80	32.0
Neutral	35	14.0
Disagree	25	10.0
Strongly Disagree	20	8.0
TOTAL	250	100.00

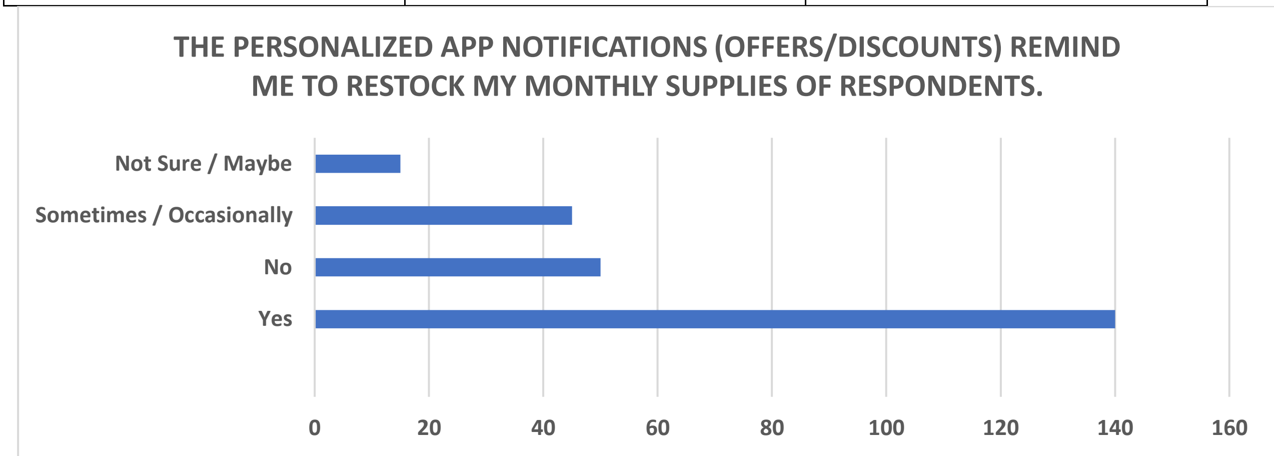


Analysis: A majority of respondents, 36.0%, Strongly Agree, which is the highest percentage, indicating that most consumers consider online reviews and ratings crucial in making informed purchase decisions. This shows the significant role of digital feedback and peer opinions in influencing consumer behaviour. Another 32.0% Agree, suggesting that a large portion of respondents also value online reviews, though slightly less strongly. Together, 68.0% of respondents rely on ratings and reviews before trying a new product. Meanwhile, 14.0% are Neutral, reflecting moderate consideration of online feedback, while 10.0% Disagree, and 8.0% Strongly Disagree, showing that only a small portion of respondents do not consider reviews important. The least percentage is Strongly Disagree (8.0%), indicating minimal resistance to online reviews.

Interpretation: The data indicates that online customer ratings and reviews are highly influential, with Strongly Agree is 36.0% being the highest and Strongly Disagree is 8.0% the least, highlighting the growing reliance on digital recommendations for FMCG purchases.

22. The personalized app notifications (offers/discounts) remind me to restock my monthly supplies of respondents.

PARTICULARS	RESPONDENTS	PERCENTAGE
Yes	140	56.00
No	50	20.00
Sometimes / Occasionally	45	18.00
Not Sure / Maybe	15	6.00
TOTAL	250	100.00



Analysis: The above table shows that 56% of the respondents answered Yes, indicating they engage in the activity or behaviour, which represents the highest percentage among all categories. Around 20% of respondents answered No, while 18% do so Sometimes/Occasionally. About 6% of respondents are Not Sure/Maybe.

Interpretation: The above graph shows that the majority of respondents is 56% actively engage, highlighting a positive trend. The least percentage is 6% falls under Not Sure/Maybe, indicating a small portion of uncertainty among respondents.

23. The respondent's actively look for "high-protein," "low-sugar," or "fortified" labels when buying packaged food.

PARTICULARS	RESPONDENTS	PERCENTAGE
Yes	120	48.00
No	60	24.00
Sometimes / Occasionally	55	22.00
Not Sure / Maybe	15	6.00
TOTAL	250	100.00

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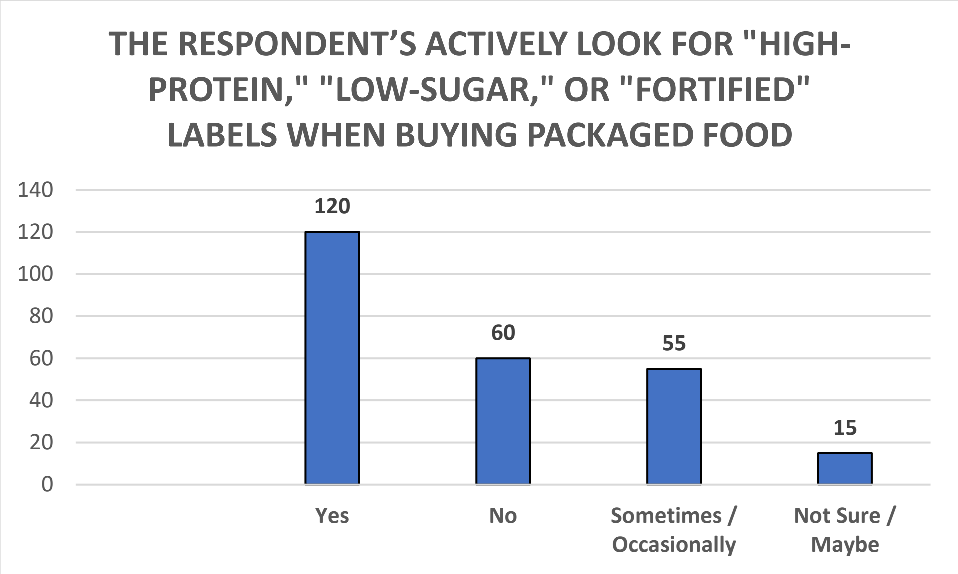

Analysis: A majority of respondents, 48.00%, answered Yes, which is the highest percentage, indicating that nearly half of consumers actively check nutritional or health-related labels before purchasing packaged food. This demonstrates a strong awareness and preference for healthier food options among consumers. On the other hand, 24.00% of respondents answered No, showing that a smaller portion of consumers do not consider these labels when making purchases, reflecting lower health-consciousness or less focus on nutritional information. Sometimes / Occasionally accounted for 22.00% of respondents, suggesting that some consumers pay attention to such labels only occasionally, depending on the product or situation. The least percentage is Not Sure / Maybe – 6.00%, indicating minimal uncertainty regarding respondents' behaviour toward health-related labels.

Interpretation: Overall, the findings suggest that a significant number of consumers prioritize health-focused labels, with Yes is 48.00% being the highest and Not Sure / Maybe is 6.00% the least, highlighting a growing trend of health-conscious purchasing in FMCG products.

24. The willing to pay a premium for organic or eco-certified fmcg products of respondents.

PARTICULARS	RESPONDENTS	PERCENTAGE
Yes	130	52.00
No	60	24.00
Sometimes / Occasionally	45	18.00
Not Sure / Maybe	15	6.00
TOTAL	250	100.00

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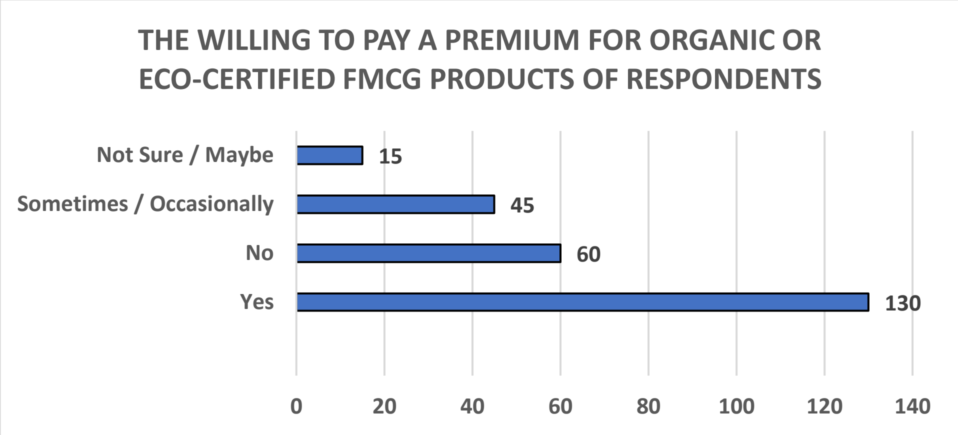

Analysis: A majority of respondents, 52.00%, answered Yes, which is the highest percentage, indicating that more than half of the consumers are willing to spend extra for products that are organic or eco-certified. This demonstrates a strong preference for sustainable and environmentally friendly options in their purchasing behaviour. In contrast, 24.00% of respondents answered No, showing that a smaller portion of consumers prioritize cost over sustainability. Additionally, 18.00% of respondents indicated Sometimes / Occasionally, suggesting that some consumers are willing to pay a premium depending on the product or situation, reflecting moderate flexibility. The least percentage is Not Sure / Maybe – 6.00%, indicating minimal uncertainty among respondents regarding their willingness to invest in eco-friendly products.

Interpretation: Overall, the findings highlight that a significant number of consumer's value sustainability, with Yes is 52.00% being the highest and Not Sure / Maybe is 6.00% the least.

9. SUMMARY OF FINDINGS

1. The maximum number of respondents, 20%, belong to the age groups under 18 years, 18–25 years, and 36–45 years, while only 4% are above 65 years.
2. The maximum number of respondents are males, accounting for 57.20%.
3. The maximum number of respondents are undergraduate degree holders, representing 64.80%.
4. The maximum number of respondents, 28.80%, are concentrated in Bengaluru West and Bengaluru Central.
5. The maximum number of respondents, 28%, belong to the income group of ₹ 40,001 to ₹60,000.
6. The maximum number of respondents, 28.40%, are employed in the private sector.
7. The maximum number of respondents, 85.60%, are very familiar with the subject.
8. The maximum number of respondents, 89.6%, use the service daily.
9. The maximum number of respondents, 76%, strongly recommend the FMCG products/services.
10. The maximum number of respondents give more importance to product quality and brand reputation, with 44% agreeing.

11. The maximum number of respondents, 44%, are likely positively inclined, indicating a strong probability of the desired outcome.
12. The maximum number of respondents, 44%, find the service/app very easy to use, indicating high usability and user-friendliness.
13. The maximum number of respondents, 28%, prefer packed items, indicating these are the most commonly purchased products.
14. The maximum number of respondents, 39.20%, prefer branch/customer service as the most influential source, while friends/family are the least influential in creating first-time awareness about FMCG products.
15. The maximum number of respondents, 39.20%, receive information about FMCG products regularly.
16. The maximum number of respondents, 40%, strongly agree that they prioritize product quality and brand reputation.
17. The maximum number of respondents, 42%, are influenced by "Buy One Get One" or combo deals, while only 8% strongly disagree, showing minimal resistance to promotional offers in daily shopping.
18. The maximum number of respondents, 38%, strongly agree that they feel secure purchasing from traditional legacy brands.
19. The maximum number of respondents, 40%, rely on social media ads for information about new FMCG brands.
20. The maximum number of respondents, 36%, strongly agree that online customer ratings and reviews are highly influential.
21. The maximum number of respondents, 52%, value sustainability.

10. SUGGESTIONS

Demographic Profile: Most respondents are under 18, 18–25, and 36–45 years, with few above 65. The majority are male, undergraduate degree holders, concentrated in Bengaluru West and Central. Most belong to the mid-income group and work in the private sector.

Awareness and Familiarity: A large majority are very familiar with FMCG products and use them daily. Regular exposure to product information is common, with branch or customer service being the key source of first-time awareness.

Product Preferences and Behaviour: Quality and brand reputation strongly influence purchases. Promotional offers like "Buy One Get One" and combo deals attract buyers, while attractive packaging drives impulse buying. Packed goods are the most purchased category.

Brand Perception and Security: Consumers value accessibility and trust, preferring easily available and established legacy brands.

Digital Platforms and Sustainability: Many prefer quick commerce apps for convenience. Consumers are health-conscious, check ingredients, and favour sustainable, recyclable packaging.

11. CONCLUSION

The study highlights that respondents are primarily young to middle-aged adults, predominantly male, and well-educated, with most concentrated in key areas of Bengaluru and engaged in mid-level income occupations. Awareness and familiarity with FMCG products are high, with daily usage and reliance on both branch/customer service and social media as key sources of information.

Consumer preferences emphasize product quality, brand reputation, and promotional offers, with visual appeal and packaging influencing impulse purchases.

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WEBSITES

Consumer Behaviour Towards FMCG – Phd Essay discusses the role of packaging and consumer decision-making in the FMCG sector. https://phdessay.com/consumer-behaviour-towards-fmcg/

FMCG Consumer Behaviour: Profile, Trends, Motivation – Desklib provides an overview of FMCG consumer profiles, trends, and buying motivations. https://desklib.com/study-documents/fmcg-consumer-analysis/

Study of Consumer Buying Behaviour of Online Marketing of FMCG Products – International Journal of Research article (accessible online) offering insight into FMCG online purchase behaviour. https://ijrjournal.com/index.php/ijr/article/view/1824

MarketPulse – A data tracking portal that surveys household FMCG purchase patterns in India (useful for overall behavioural context). https://en.wikipedia.org/wiki/MarketPulse