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A consumer survey on the role of marketing mix factors in FMCG sector in India

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Abstract

FMCG sector is growing leaps and bounds. Present study is based upon the findings of marketing mix factors and variables used by FMCG companies (with special reference to Patanjali Ayurved Limited and Himalaya Herbals) in the Indian market. The research is based upon a consumer survey of 500 sample. The researcher has used a reliable questionnaire with Cronbach's Alpha 0.751 that is predicting that our tool is reliable and repeats the research results. KMO Value of research data is 0.698 (approximately 0.70) which can be considered acceptable for sampling adequacy.

The sig. value for Bartlett's Test of Sphericity is 0.000. For factor analysis to be recommended suitable, the Bartlett's Test of Sphericity must be less than 0.05. So, the current data is adequate for factor analysis. The researcher has developed regression equation with the help of survey data that can use to optimize the marketing efforts in future.

Keywords: FMCG industry, marketing mix

Introduction

FMCG stands for fast moving consumer goods. The goods people consume in their day-to-day life like biscuit, tea, cold drinks etc. comes under this category. To understand the concept of fast-moving consumer goods we have to understand the details of products and goods.

More often the word goods in inter changeable with word product but that is not true in the case of business and marketing. Product can be defined as an article or act that is meant to meet the need of a person, for which the person wishes to pay. Different authors have defined the product as follows:

George Fisk defines the term 'product' as, "Product is a cluster of psychological satisfactions."

Philip Kotler state that, "A product is a bundle of physical services and symbolic particulars expected to yield satisfactions or benefits to the buyer."

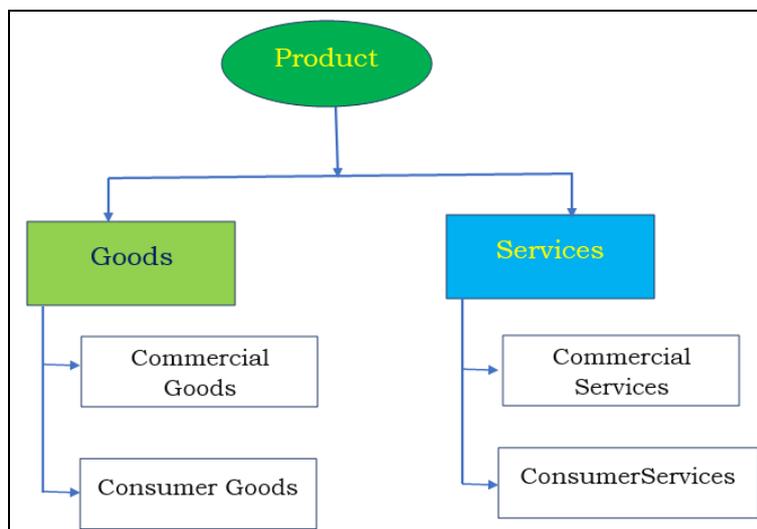


Fig 1: Classification of products

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Objective

Objective of present research is:

To study the implications of the marketing strategies of selected FMCG companies.

Based upon the objective the hypothesis can be said as

H₀: There is no significant relationship between the different aspects of marketing strategies used by selected FMCG companies upon consumer perception about these FMCG companies

H_a: There is significant relationship between the different aspects of marketing strategies used by selected FMCG companies upon consumer perception about these FMCG companies

Research Methodology**Population**

The population for the research is the complete universe using FMCG goods of selected companies.

Sampling technique

It is never possible for a researcher to approach all the respondents of a vast population.

For the feasibility and purpose of research a small representative part is selected which is known as sample.

The techniques used for present research are as following:

1. Non-Probability Sampling Technique (Convenience Sampling) for Selection of cities
2. Probability Sampling Technique (Simple Random Sampling) for selection of respondents in these cities

Sample location

The research has selected Delhi NCR for collection of data. Ghaziabad, New Delhi, Gurugram, Gr NOIDA and NOIDA has been administered will the research tool for data collection.

Independent: V1-Product line, V2- Packaging, V3-Price, V4-Brand Recall, V5-Advertising, V6-Availability, V7-Distribution Channel, V8-Discount, V10- Media image

Dependent: V9- Consumer perception

Findings of the study

The researcher has tested the hypothesis in the previous chapter. He has found that Patanjali Ayurveda has a better and bigger brand image.

The key findings of the research can be summarised as following points

1. Shift in product line expectations
2. Shift in price expectations
3. Shift in place or distribution expectations
4. Shift in promotion expectations

1. Shift in product line expectations

In the present study researcher has taken two aspects of products mix to compare the marketing strategy of Himalaya Herbals and Patanjali Ayurveda. The selected two aspects were product line and packaging. A marketer has to understand that if he wants to succeed in the business the first thing that he has to work upon the product. In modern

days the market is filled up with several brands. It is not possible for marketers to be in the minds of their customers. In such case the customers can be easily engaged if the product line is deep.

A long product line is difficult to manage and needs huge investment. Both the selected FMCG companies are giant enough to make no excuse on the grounds of finance. But the reason of the success of Patanjali is that they have considered all the possible product category. Their category segmentation has catered all the FMCG segment. They did well in all the segment of FMCG except alcohol and tobacco products.

2. Shift in price expectations

The present comparative study has found that Patanjali Ayurveda is market. Patanjali Ayurved began in 2007 and has profited by close relationship with notable yoga master Baba Ramdev. The organization is unique in relation to a common business and the expressed reasoning is to furrow back benefits into the organization or to be utilized for social causes. The thought is to be available in as numerous classifications as conceivable to give buyers more decisions, furthermore, benefits are to be reinvested in advancement and limit development so evaluating can be made more serious. The firm, truth be told, has evaluated its item at a critical rebate to other people in various classes, which is helping drive deals. Patanjali is additionally supposed to be profiting by a move in shopper inclinations towards natural and ayurvedic items which are viewed as nearer to nature. It has additionally situated itself as a swadeshi brand, which has an allure among a class of buyers.

Cost has gotten a critical factor alongside ayurvedic and natural. Anyway, Patanjali is going into much business it is recommended that it center around additional corrective, wellbeing and food related items.

Where Himalaya Herbals remained market leader in herbal medicine. Their product Liv 52 was a very successful product. There was no competitor in front of them. So, these products are priced on the basis of market competition, whereas Patanjali has used penetration pricing. In such case Patanjali remained a cost-effective choice for the customers.

3. Shift in place or distribution expectations

In this category too Himalaya herbal remained behind the Patanjali Ayurveda. Patanjali use all the good retailing techniques. They customized the point of purchase and developed it as a value proposition for their products. Where Himalaya herbal were selling their products through medicine shops, Patanjali not only opened Patanjali Kendra but provided free doctors consultation on many of these shops.

4. Shift in promotion expectations

These items are advanced through promotion on the TV, paper, social media and furthermore through by getting sorted out yoga camp in numerous territories. Clients today can communicate with others who have purchased a similar item and discussion finally about it. A ton of brands are conceiving showcasing systems to fabricate brand local area where they are target individuals who are keen on their items just as have comparative social, political and social variables. This make cooperation a smidgen more close to home than it is with client care agents.

Development of regression equation

Table 1: Coefficient Table

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-7.790	1.081		-7.207	.000
	Product line	.097	.028	.112	3.423	.001
	Packaging	.275	.033	.282	8.350	.000
	Price	.187	.040	.147	4.656	.000
	Brand Recall	.192	.042	.143	4.551	.000
	Media Image	.293	.040	.238	7.321	.000
	Advertising	.105	.046	.076	2.302	.022
	Availability	.154	.032	.153	4.781	.000
	Distribution Channel	.048	.039	.038	1.228	.220
Discount	.150	.040	.110	3.786	.000	

a. Dependent Variable: Consumer perception

Table 2: Table of Beta value of variables

(Constant)	B	-7.790
Product line	B ₁	.097
Packaging	B ₂	.275
Price	β ₃	.187
Brand Recall	B ₄	.192
Media Image	B ₅	.293
Advertising	B ₆	.105
Availability	B ₇	.154
Distribution Channel	B ₈	.048
Discount	B ₉	.150

With the help of beta coefficient, the hypothesised equation can be written as:

$$Y = 0.097 X_1 + 0.275 X_2 + 0.187 X_3 + 0.192 X_4 + 0.293 X_5 + 0.105 X_6 + 0.154 X_7 + 0.048 X_8 + 0.150 X_9 - 7.790$$

Conclusion

In present study researcher has seen that in all the selected criteria Himalaya herbals are almost lagging behind Patanjali Ayurveda. Himalaya herbals is far older in its incorporation but still they are behind the newly formed Patanjali Ayurveda. At the time of its incorporation, Himalaya focused upon the growth of the company as a medicine brand. They still have more successful patents in comparison with other brands. The product line of Himalaya only can compete in the OTC segment. In the same segment Patanjali has very vast product line. They have successfully formulated each Ayurveda medicine as product. If the efforts of Himalaya Herbal and Patanjali is to be summarized in one sentence then it can be said that, “Himalaya herbals have brought Ayurveda to medicines in India and Patanjali Ayurveda brought Ayurveda to kitchens of India. The extremely different product line of Patanjali is their key to success. They have made biscuit and marketed it Trans-fat free. They made Jam, Sauce, Honey at a price compatible product. The claim of herbal, pure and cost effective is the key for success of Patanjali.

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