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An exploratory study on determinants of purchase intention of fast-moving consumer goods

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Abstract
By creating and evaluating an FMCG consumption model grounded in TPB, this research hopes to close the "attitudes-behaviour" gap in the existing literature. This model is aimed for consumers in Bangalore. Study participants were 180 individuals from the greater Bangalore rural area of Karnataka. A non-probability convenience sampling strategy was employed for data collection. The data was analysed using multiple regression. Consumers' attitudes, trust, pricing, and perceptions of the value (quality) of fast-moving consumer goods (FMCG) positively impact their desire to purchase these products, according to the study.

Keywords: Bengaluru, fast-moving consumer goods, purchase intention, theory of planned behavior, attitudes, trust, pricing, perceived value, multiple regression

Introduction

To meet their demands, customers engage in what is known as "consumer behaviour", which includes activities such as product research, selection, acquisition, use, evaluation, and eventual disposal. Consumers are guided in their decision-making process by their own unique set of personal qualities, according to the earliest studies on consumer behaviour. In the background of any buying decision are factors such as one's beliefs, views, attitudes, mental state, particular needs, attributes, etc. When compared to one another, every consumer has unique buying habits.

Commonly known as consumer-packaged goods, fast moving consumer goods (FMCG) are a type of consumer product. Everything that consumers purchase on a frequent basis fall under this category. These products are inexpensive, widely eaten, and have a high turnover rate. The primary focus of the fast-moving consumer goods (FMCG) industry also known as the consumer-packaged goods (CPG) industry is the creation, distribution, and promotion of such products.

In the last several decades, environmental sustainability has become an important catalyst for change, propelling it to the forefront of global social agendas. Consequently, there has been a meteoric rise in the number of companies offering eco-friendly goods, and consumers are showing a marked preference for these items. Joshi and Rahman (2015) [19] state that buying some things without thinking about it can have a devastating effect on the environment, hence it's crucial to buy ecologically responsible goods. Thus, it is believed that consumers can play a role in reducing or preventing environmental damage by opting for eco-friendly items. An individual's green consumption behaviour may be a powerful tool to lessen consumption's detrimental effects on the environment, according to Yadav and Pathak (2017) [18]. Research on eco-conscious shoppers' habits and decisions dates to the early 1990s (Ritter *et al*., 2015; Suki, 2016) [16, 17]. However, the focus of many of these studies was on industrialised countries. Consequently, research on environmentally conscious consumer habits in emerging nations like India is lacking. This study believes that it is vital from a marketing standpoint to evaluate consumer purchase intention towards green products, especially green fast-moving consumer goods.

Green fast-moving consumer goods (FMCGs) differ from traditional FMCGs in a number of ways, including the frequency with which they are purchased and used, the character of the act of consumption, the consumer's intention when making a purchase, and the anticipated effects of the purchase.

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This is why eco-friendly product characteristics could pique consumers' curiosity and lead to a purchase. According to (Niedermeier *et al*., 2021), ecologically conscious purchasing decisions may not always be a direct result of having strong pro-environmental feelings, even though these sentiments are a major factor in environmentally conscious behaviour. Because of this, and because other factors could play a part in this process, it is helpful to examine what factors impact consumers' choices to purchase environmentally friendly products and their actual purchasing behaviour. To fill the "attitudes-behavior" gap in the literature, this study will examine South African consumers' green use of fast-moving consumer goods (FMCG) based on the Theory of Planned Behaviour (TPB).

Literature Review
(Dey & Sharma, 2019) [1] What we call "consumer behaviour" is just his economic behaviour expressed through consumer psychology. Buying these fast-moving consumer goods (FMCG) required less mental and physical energy from the buyer. These consumable goods typically come in a large variety, giving buyers a lot of options. Within the city of Agartala, the consumer's everyday needs are met by an overwhelming array of retail establishments, both organised and unorganised, including grocery stores, regulated and nonregulated markets, and countless unorganised retail enterprises. Consumers and the factors that influence their purchase decisions for fast-moving consumer goods (FMCG) can thus be the subject of extensive research. When making purchases, customers rely heavily on their rational judgement. While acquiring and making use of a product, most consumers go through a period of organising and integrating their behaviours. Brands and items are often swapped out by consumers due to logical considerations such as price, quality, convenience, and other characteristics. The factors linked to the products impact buyers and the choices they make.

(Dhanaraj, 2020) [2] Fast Moving Consumer Goods are cheap and fast selling. These meet basic household needs other than groceries. The Indian economy is a combination of rural and urban markets. Rural markets are vital and developing. The Indian rural market is heavily influenced by sociological and behavioural issues. Rural markets provide great development potential due to their untapped market, big population, and penetration potential. This market has some problems, and the urban market is practically saturated, thus rural development is vital. Over 70% of India's population lives in villages, creating a large market for industry. The fast-moving consumer goods (FMCG) industry in India is worth over 1,300 billion rupees and is projected to grow to 4,000 to 6,000 billion rupees by 2020. The fast-moving consumer goods (FMCG) industry and retail will likely generate most new employment opportunities in India in the next years. These positions will mostly be in sales, marketing, advertising, supply chain, logistics, human resources, product development, packaging, finance, operations, general management, supervision, and related fields.

(Raghuram & Raja, 2022) [9] People rely on FMCG products on a regular basis. Giving individuals benefits is its main purpose. From what we can see from the data, FMCG brands can provide high-quality, easily accessible service that will satisfy their customers. Examining how people use fast-moving consumer goods is the main goal of the research. There was no statistically significant association between the purchase of FMCG products and demographic variables such as age, gender, level of education, or occupation, according to the studies.

(Hingane, 2022) [5] During the COVID-19 pandemic, marketers used a variety of tactics to raise customer awareness of their products and services. Marketers utilise sales promotions as one tactic to draw in new customers and hold on to the ones they already have. One way to look at it is as temporary incentives designed to get buyers to buy more quickly. Fast-moving consumer goods (FMCG) have been one of the fastest-growing markets globally and in India over the past decade. To maintain a competitive edge, FMCG retailers need to employ effective sales promotion tools, which may become an essential strategy for these retailers to encourage consumer buying of FMCG products. Examining how retail price-cutting strategies affect consumers' propensity to make repeat purchases is the overarching goal of this study.

(Verru & Babu, 2024) [10] There has been a dearth of research at the city level on green consumer behaviour, the reasons behind it, and the influence of attitudes, perceptions, and living standards on purchase intent, most of which have focused on environmental issues. Customers' attitudes, views, and living conditions, as well as other variables, are the focus of this study, which seeks to assess their purchase intent for environmentally friendly products in Hyderabad city. The research approach used in this study is a survey. Using a convenience sample technique, 766 customers from the city of Hyderabad were surveyed to obtain primary data. To evaluate hypothesised correlations, the study utilised a Stepwise Hierarchical regression method using a forward selection approach. These findings lend credence to the idea that consumers' outlooks, values, and socioeconomic status do impact their propensity to purchase environmentally conscious goods. Interestingly, although there were three layers of models, the second one was the most effective in predicting whether consumers would purchase environmentally friendly products, and it was later designated as the optimal model. In contrast, out of the three models, the third-layer model had the lowest number of predictions. With the results presented in this study, policymakers will have a better idea of how to address the factors that influence consumers' purchasing decisions.

(Mohan, Ganesh, & Jayakrishnan, 2024) [8] Researchers from all over the globe are interested in the topic of customer sentiment towards international sourcing of fast-moving consumer goods (FMCG). Determining what factors influence customer preferences is the driving force behind this inquiry. The significance of the factors influencing consumers' preferences for foreign fast-moving consumer goods (FMCG) is investigated in this study using analysis of variance (ANOVA). The study uses data collected from 250 consumers to examine the impact of various factors, such as cultural factors, financial factors, societal effects, product specifications (F4), personal traits, and emotional factors. By utilising ANOVA, this study ascertains which variables have the most impact on consumer behaviour. One way to find out how important each of these aspects is for influencing customer preferences is to use ANOVA to systematically look at how these components and their stages vary.

Conceptual Framework and Hypotheses Development
Consumers Perception
One such theory that takes a customer-centric approach to value is known as buyer's value theory. The notion states that customer value is the metric that customers use to evaluate a company. Customer perceptions of product and service value during consumption serve as the basis for measurement. The foundations of both planned and performed actions are one's attitudes. Both the theory of reasoned action (TRA) and the theory of planned behaviour (TPB) assume that consumers' attitudes and behavioural intentions guide their actual behaviour. Zhang and Dong (2020) state that beliefs, values, attitudes, and environmental consciousness make up the bulk of psychological factors. Customers' intentions to buy could vary greatly depending on psychological factors that influence their conduct.

Perceived Value
(Zeithaml, 1988) [13] Put out the definition that is now considered the most widely used. A consumer's "overall assessment of the utility which is based on perceptions between gain and loss" is what he called perceived value, according to his proposal. Customers' preferences and assessments of the product's features and usability that aid or impede their attainment of the objective in particular situations constitute customer value, according to (Woodruff, 1997) [11], who expanded upon the concept of perceived value. To be clear, this perceived worth is not based on the enterprise's production efforts but on the subjective perceptions of consumers. Nonetheless, there is ongoing discussion over the factors that contribute to perceive worth (Zeithaml *et al*., 2020) [14]. Utilitarian academics define perceived value as the benefit felt by buyers and argue that it is a one-dimensional concept.

Perceived Trust
There is no agreed-upon definition of trust even though many studies have used diverse theoretical and practical frameworks to understand the notion (Gefen *et al*., 2003) [4]. Not only is it distinct, but there are also some inconsistencies. Exactly two things for this to occur. The first reason is that different fields of study approach the concept of trust differently. For instance, according to (McKnigh and Chervany, 2002) [7], experts in the field of psychology see trust as a fundamentally human quality, but sociologists consider it a social framework, and economists consider it a tool for maximising economic efficiency.

Perceived Price
The most basic definition of price is the nominal value that consumers pay to acquire goods and services and to reap the benefits of those goods and services (Kotler and Armstrong, 1996) [6]. In addition to being taken at face value, prices are also utilised as a benchmark for comparison, the amount of which varies according to the customer's socioeconomic status and background (Dodds *et al*., 1991) [3]. Customers' subjective impressions of the product's objective price are known as its perceived price (Dodds *et al*., 1991) [3].

Relationship between consumer perception, attitude, value, trust and price on purchase intention
According to the idea of consumer behaviour, consumers' trust and attitude can be influenced by perception. The three main determinants of customer behaviour are, in a nutshell, consumer attitude, consumer trust, and Value. To a lesser degree, customers' attitude and level of trust would also impact their inclination to buy. Customers are more likely to make a purchase of fast-moving consumer goods (FMCG) when they have faith in the stores selling them and the quality of those products.

Consumer perceived value can also mean how consumers feel about the products' usefulness or their consumption habits. By "perceived value", we mean the degree to which buyers believe a product is "valuable" and has the potential to satisfy their need for acquiring knowledge, interacting with others, or enjoying leisure activities. One of the most important factors in determining how consumers act is their perception of the product's worth. Consumers' trust in their purchasing habits is high when they have a high opinion of the product's worth. Concurrently, buyers would have a firm desire to purchase goods. Customers' propensity to buy would undoubtedly rise in this manner. Contrarily, when customers don't see much value in a product, they are less likely to trust it or buy it. Customers' desire to purchase would be reduced as a result. Put simply, there is a positive correlation between the value that consumers perceive, their trust, attitude, and intention to purchase. The following hypothesis is put out in light of the above study.

- **H₁:** There is a positive impact of consumer attitude on purchase intention.
- **H₂:** There is a positive impact of perceived value on purchase intention.
- **H₃:** There is a positive impact of trust on purchase intention.
- **H₄:** There is a positive impact of price on purchase intention.

Research Methodology
The study used a quantitative research strategy based on a descriptive and cross-sectional research methodology. Research questions can be answered utilising numerical data when employing a quantitative method. Using a descriptive research strategy, quantitative research is often linked with cross-sectional surveys. A non-probabilistic convenience sampling approach was employed in the investigation. The characteristics of a purposive sample are defined in this sampling approach, with a focus on the current issue. Researchers used a non-probability selection technique known as purposive sampling to enlist respondents who met the inclusion and exclusion criteria of the study, ensuring that the samples were representative. We used a 5-point Likert scale, where 1 means strongly disagree and 5 means strongly agree, to rate all the borrowed items. To determine how attitude, value, price, and trust affect the desire to purchase FMCG products, multiple regression is employed.
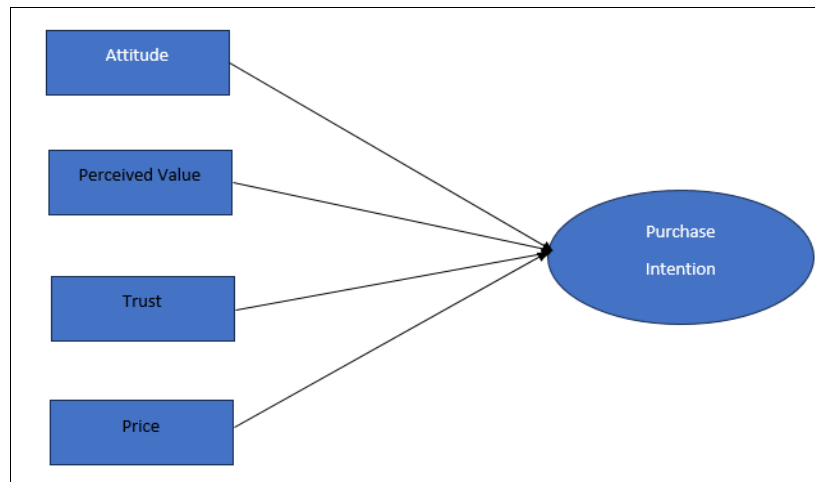
Fig 1: Conceptual Diagram

Data Analysis and Interpretation

This study examines the relationship between the outcome variable, "Purchase Intention," and four explanatory variables: Consumer attitude, Perceived Value, Trust and Price. The table below shows the descriptive statistics of the hypothesis's parameters.

Table 1: Descriptive statistics

	Mean	Std. Deviation	N
Purchase Intention	2.2478	0.71390	180
Attitude	1.5278	0.54343	180
Perceived Value	1.8667	0.91175	180
Trust	1.6911	0.82863	180
Price	1.6778	0.83456	180

From the Table, all the Tolerance values are more than 0.1, and the VIF values were below 10. Thus, the results indicate that all the independent variables were not correlated with each other. Therefore, a multicollinearity problem does not exist.

Table 2: Table of Multicollinearity

	Collinearity Statistics	
	Tolerance	VIF
Attitude	0.638	1.567
Perceived Value	0.879	1.137
Trust	0.168	5.955
Price	0.167	5.978

From the model summary table, it is evident that $R^2=0.61$ indicates a indicates the contribution of independent variables on the dependent variable, Purchase Intention. In this case, 61% can be explained.

Table 3: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	781[a]	0.610	0.601	0.45080

The Analysis of Variance table indicates that the regression model statistically predicts the outcome variable Purchase Intention as the p-value is less than 0.05. Therefore, we can conclude that the relationship between the Purchase Intention and, attitude, Price, value and Trust is significant.

Table 4: ANOVA Table

	Sum of Squares	DF	Mean Square	F	Sig.
Regression	55.665	4	13.916	68.477	.000
Residual	35.564	175	0.203		
Total	91.229	179			

The Coefficient Table predicts Purchase Intention from the independent variables attitude, Price, value and Trust. From the Table, the all-independent variable impact Purchase Intention, as P-value are less than 0.05.

Table 5: Coefficient Table

			Standardized Coefficients	T	Sig.
			Beta	9.694	0.000
Constant	1.064	0.110			
Attitude	0.183	0.078	0.140	2.361	0.019
Perceived Value	0.081	0.039	-0.104	2.065	0.040
Trust	0.279	0.099	0.323	2.808	0.006
Price	0.348	0.099	0.407	3.529	0.001

Findings and Conclusion

The purpose of this research was to fill the "attitudes-behaviour" gap in the literature by examining the impact of TPB on fast-moving consumer goods (FMCG) consumption among Bangalore residents. We built and evaluated a model of four factors that influence consumers' intent to buy, which is a precursor to actual buying behaviour. Consistent with the study's assumptions, each of the four explanatory factors demonstrated a favourable and statistically significant correlation with the intention to buy.

The purpose of this study was to determine whether the attitude intention behaviour (TPB) model might shed light on the reasons behind consumers' green FMCG buying intentions. Researchers in the study developed and evaluated a model with 180 consumers attitudes, price and trust and perceived value (quality) impact their desire to buy FMCG products according to the statistics.

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