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## **A Study on Consumer Buying Behaviour Towards FMCG Products in Kanpur**

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<b>Peer Review Information</b>	<b><u>Abstract</u></b>
<p><i>Submission: 19 March 2026</i></p> <p><i>Revision: 08 April 2026</i></p> <p><i>Acceptance: 24 April 2026</i></p>	<p>This study investigates the impact of advertising on consumer buying behaviour within the FMCG sector, with a specific focus on how different advertising mediums influence awareness, perception, and purchase intentions. The research is based on primary data collected from 120 respondents through a structured questionnaire, capturing their exposure to advertisements, preferences for media channels, and actual buying responses. The findings indicate that advertising plays a significant role in shaping consumer attitudes, particularly in highly competitive FMCG markets where product differentiation is limited. Digital advertising platforms—such as social media, online videos, and mobile applications—emerge as more influential than traditional media like television and print, especially among younger consumers. Emotional appeal, visual content, and repetition of advertisements are found to enhance brand recall and influence trial purchases. However, the study also reveals that while advertising can trigger initial interest and impulse buying, long-term consumer loyalty depends on product quality and satisfaction. The research highlights the growing importance of integrated marketing communication strategies that combine creativity with targeted outreach. These insights are valuable for marketers aiming to optimize advertising investments and effectively engage modern consumers in an increasingly digital environment.</p>
<p><b>Keywords</b></p> <p><i>Consumer Behaviour, FMCG, Brand Image, Price Sensitivity, Advertising</i></p>	

### **Introduction**

Products that people often buy for everyday usage are known as fast-moving consumer goods (FMCG). These goods stand out due to their high demand, quick consumption, and affordable price. Packaged foods, drinks, cosmetics, toiletries, cleaning supplies, and other common household items are examples of FMCG products. These products have a high turnover rate due to their frequent use and are sold in large quantities. Due to shifting customer preferences and heightened rivalry among businesses, the FMCG market has seen significant changes in recent years. Today's consumers are more

conscious about pricing, promotional activities, brand reputation, and product quality. Before deciding what to buy, they frequently compare various brands. Therefore, firms must understand consumer behaviour and expectations to remain competitive in the market. It represents the process by which consumers evaluate options and make purchase decisions for products or services. It comprises identifying needs, obtaining data, evaluating possibilities, choosing what to purchase, and gauging customer satisfaction after the purchase. With a deep grasp of this process, businesses may develop marketing strategies that attract and

retain customers. A wide range of factors, such as cultural background, social context, individual preferences, economic conditions, and psychological reasons influences consumer behaviour. Consumer decisions are also significantly influenced by marketing tactics like pricing, packaging, sales promotion, and advertising. To find these elements and modify their products appropriately, businesses spend a lot of money on market research. Research on consumer behaviour related to FMCG goods allows firms to identify and interpret customer preferences more effectively. Additionally, it assists marketers in creating methods that boost brand loyalty and customer happiness. Therefore, a crucial component of marketing research is analyzing consumer purchasing behaviour. This study's main goal is to investigate Kanpur consumers' FMCG purchasing habits. The study aims to understand how customers evaluate different brands and products before making a purchase and to identify the factors that influence consumer preferences.

### Objectives

- To study consumer buying behaviour towards FMCG products
- To identify key factors influencing purchase decisions
- To analyze the impact of price and brand image
- To evaluate the role of advertising

### Literature Review

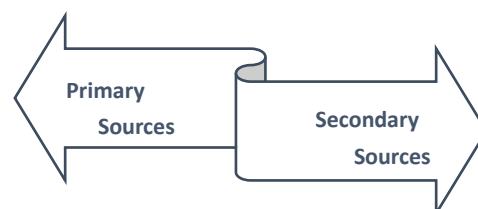
A review of the literature is an essential component of any research project because it provides a clear picture of what is previously known about the topic. It entails a thorough analysis of prior research, papers, journals, and reports that are pertinent to the study's topic. Through this procedure, the researcher learns about what has already been investigated, what conclusions have been drawn, and what research gaps remain in the field. The literature review is essential to developing a solid theoretical framework in the context of this study, which focuses on how consumers purchase FMCG. FMCG products are widely utilized in daily life and include food items, beverages, personal care products, and household goods. Understanding consumer behaviour in this market is essential given how frequently these products are purchased. Studying the literature aims to identify patterns, similarities, and differences in previous research in addition to collecting data. It helps the researcher understand how different factors, such as cost, advertising, brand perception, and social influence, impact customer choices. Examining earlier research

might help the researcher better comprehend the topic and avoid job repetition. Due to reasons including urbanization, rising income levels, and technology improvements, consumer purchasing behaviour in India has been rapidly altering. Contemporary consumers possess higher awareness levels and benefit from access to a broad spectrum of products and information. The availability of supermarkets, online shopping sites, and digital advertisements has had a significant impact on how people make purchasing decisions in cities like Kanpur. Finding research gaps is another benefit of the literature review. Even if a lot of research has been done on consumer behaviour in the FMCG industry, there can still be certain topics that need more investigation. For instance, it's possible that local market conditions, shifting consumer tastes, and the effects of digital marketing haven't been well examined in some areas. The researcher can concentrate on regions that require additional attention by identifying such gaps. A number of concepts related to consumer purchase behaviour, FMCG product qualities, and decision-making considerations are thoroughly explained in this chapter. In order to give readers a thorough grasp of the subject, it also provides an overview of both domestic and foreign research. These studies emphasize how several factors, including pricing, advertising, brand image, and customer satisfaction, affect consumers' purchasing decisions. In general, the research study's foundation is the literature review. It guarantees that the research is founded on accurate and pertinent data, gives guidance, and enhances comprehension. The researcher can provide a solid basis for the current study and make significant contributions to the field of consumer behaviour by closely examining earlier research.

### Research Methodology

#### Origin of Data Collection

The research is supported by data collected from both primary and secondary sources.



#### Primary Information Sources

Information gathered directly from research participants is referred to as primary data. For this study, customers provided primary data via a standardized questionnaire.

The purpose of the questionnaire was to gather data regarding consumer preferences, frequency of purchases, brand preferences, and factors influencing their choices.

By gathering primary data, the researcher can obtain first-hand information relevant to the study's goals.

**Secondary Information Sources**

Secondary data is information that has already been collected and made public by another source. The following sources provided secondary data for this study:

- Books about consumer behaviour and marketing
- Academic publications and research journals
- Websites and reports from the company
- Articles and databases on the internet

Understanding theoretical ideas and analyzing earlier research on consumer purchasing behaviour were made easier with the use of secondary data

**Sampling Design**

The process of choosing a selection of people from a population to represent the complete population is known as sampling design.

A sample was chosen for the study because it is not feasible to get information from every customer in the city. Customers who frequently buy FMCG goods are represented by the chosen sample

**Sampling Approach**

In this research, convenience sampling was used, referring to the selection of participants who are readily available to the researcher.

Customers were contacted and requested to take part in the survey from various parts of Kanpur. Because it enables researchers to get data fast and effectively, this approach is frequently utilized in marketing research.

**Measurement Tool**

The main research instrument in this study was a structured questionnaire. The survey included some enquiries intended to gather data regarding:

- Respondents' demographic profile

- How frequently FMCG items are purchased
- Favourite items and brands

- Elements that affect consumers' decisions to buy
- The impact of promotions and ads

To facilitate respondents' responses, the survey had both multiple-choice and closed-ended questions.

**Tools and Techniques for Data Analysis**

Following data collection, basic statistical methods were used to analyze the responses.

The following methods were used to analyze the data:

**Percentage Analysis**

The method of percentage analysis was applied to determine the share of respondents for each response category. **Tabulation**

To facilitate interpretation and analysis, the data were arranged into tables.

**Charts and Graphs**

The data was visually represented using an area chart. These graphical elements make the findings more understandable and easier to interpret.

Finding trends and patterns in customer purchasing behaviour was made easier by the data analysis.

**Research Ethics**

The study process was conducted with ethical considerations in mind. The participants were informed of the purpose of the study, and participation was completely voluntary.

Respondents' private information was kept private and utilized exclusively for research.

Maintaining ethical research techniques contributes to the study's credibility and dependability.

**Data Analysis & Interpretation**

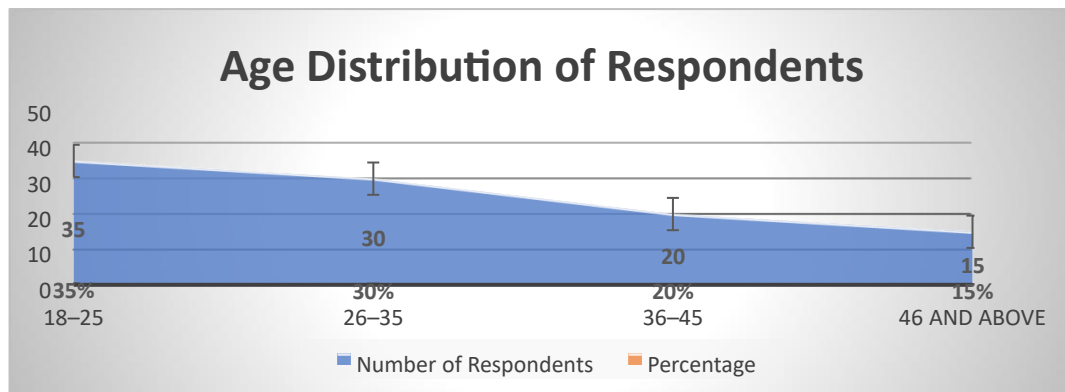
Because it facilitates the interpretation of information gathered from respondents, data analysis is a crucial component of research. One hundred consumers from Kanpur completed questionnaires to provide data for this study.

After the replies were gathered, they were arranged into tables and subjected to percentage analysis.

This chapter's goal is to provide the survey results and analyze them in order to comprehend how consumers purchase Fast Moving Consumer Goods (FMCG) goods.

**Table 1: Demographic Profile of Respondents**

Age Group	Number of Respondents	Percentage
18-25	35	35%
26-35	30	30%
36-45	20	20%
46 and above	15	15%
<b>Total</b>	<b>100</b>	<b>100%</b>



**Age Distribution of Respondents**

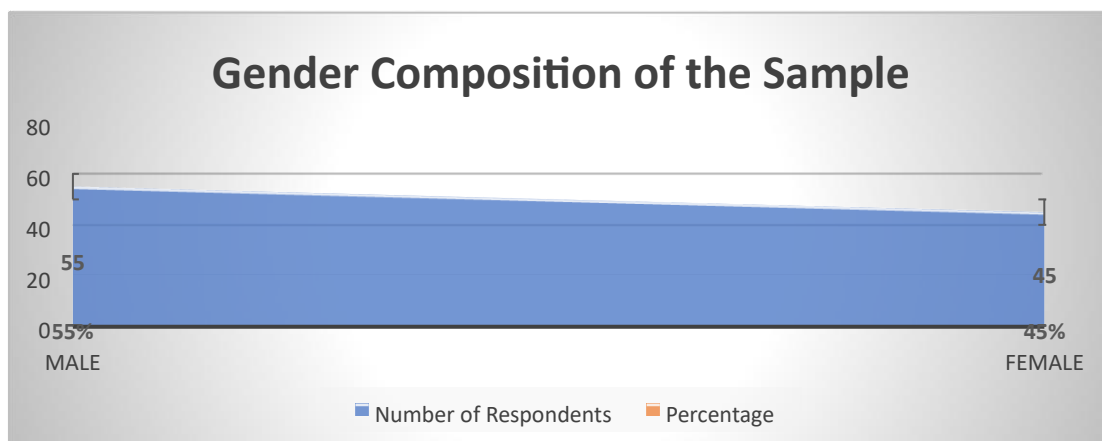
**Interpretation:**

The results show that 35% of respondents are between the ages of 18 and 25. This implies that

young consumers actively engage in the buying of FMCG goods.

**Table 2:** Gender Composition of the Sample

Gender	Number of Respondents	Percentage
Male	55	55%
Female	45	45%
<b>Total</b>	<b>100</b>	<b>100%</b>



**Gender Composition of the Sample**

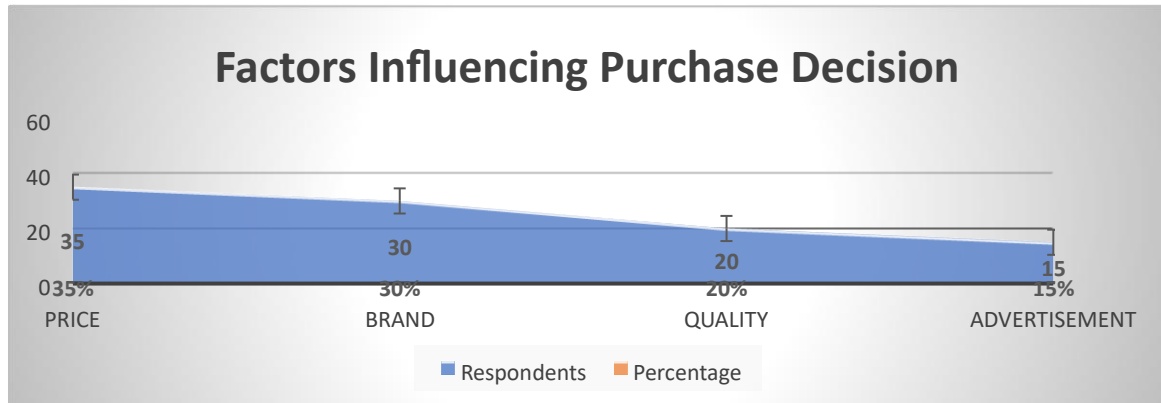
**Interpretation:**

Based on the data, 55% of the participants are male and 45% are female, indicating that both

groups are actively engaged in purchasing FMCG products.

**Table 3:** Factors Influencing Purchase Decision

Factor	Respondents	Percentage
Price	35	35%
Brand	30	30%
Quality	20	20%
Advertisement	15	15%
<b>Total</b>	<b>100</b>	<b>100%</b>



### Factors Influencing Purchase Decision Interpretation:

The most significant factor influencing consumer purchasing decisions is price, which is followed by product quality and brand reputation.

### Findings

1. The study found that most respondents were between the ages of 18 and 35, suggesting that younger customers actively buy FMCG goods.
2. Because FMCG products are necessary for everyday family usage, the majority of respondents buy them once a week.
3. Because local retail outlets are convenient and easily accessible, they are the most popular location to buy FMCG products.
4. One of the key elements affecting consumer purchasing decisions is price. Many consumers research pricing before making a purchase.
5. Purchase decisions are also significantly influenced by brand names. Well-known brands are typically trusted by consumers since they are associated with dependability and quality.

### Conclusion

The purpose of the study was to comprehend Kanpur consumers' purchasing habits with regard to FMCG goods. It is clear from the study of numerous important aspects influence customer behaviour in the FMCG industry, according to the data collected from respondents. Some of the factors that significantly influence consumer purchase decisions are price, product quality, brand reputation, and promotional activity. Consumers often want high-quality, moderately priced products. Because consumers are more likely to trust well-known brands, brand image also affects purchasing decisions. Additionally, the study shows that promotional activities like discounts, ads, and special offers

can have a big impact on customer behaviour. Attractive marketing techniques boost sales by enticing customers to try new products. Furthermore, the study reveals that many consumers stick with specific brands if they are happy with the performance and quality of the products. However, when consumers discover better deals or promotions, they could switch to other companies. Overall, the findings highlight the importance of understanding consumer needs and preferences in order to succeed in the highly competitive FMCG market. Companies must focus on quality improvement, competitive pricing, and successful marketing techniques to draw in and keep clients.

### Suggestions

1. To foster long-term brand loyalty and consumer trust, businesses should continue to produce high-quality goods.
2. To keep products affordable for customers from a variety of income levels, competitive pricing tactics should be implemented.
3. To raise brand awareness, businesses should concentrate on creative marketing techniques and successful advertising campaigns.
4. To draw customers, promotional offers like discounts, coupons, and exclusive deals should be introduced regularly.
5. Businesses should make sure that their goods are readily accessible at nearby supermarkets, retail stores, and online.

### Limitations

The study has some limitations despite meticulous planning.

- There can only be one hundred responders in the sample.
- Only Kanpur city consumers are included in the survey.
- The extent of data collection was constrained by time.

- Biases or personal ideas may have an impact on responses.

Nonetheless, steps were taken to guarantee that the information gathered is precise and helpful in comprehending customer behaviour.

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