

Factors Influencing Customer Satisfaction In Purchasing Online Fast-Moving Consumer Products

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ABSTRACT

The customer satisfaction plays an important role in marketing. This influenced by various factors. In the changing global scenario we find that customer needs and wants to buy a product also changes with it. In this study titled “A study factors influencing customer satisfaction in purchasing online fast moving customer products” the researcher has assessed the socioeconomic profile, shopping pattern customer and found out the factors influencing the customer to purchase the selected FMCG products. The primary data required for the study for collected through questioner which was distributed to 118 samples. The tools used for analysis are percentage analysis, correlation, anova and chi-square. From this study it was found that most of the consumers are influenced by brand and quality in purchase of FMCG products. There by the researcher has suggested improving the quality in FMCG product through product development and external monitoring.

Keywords: FMCG, customer satisfaction, awareness, preference.

1. INTRODUCTION

A metric called client fulfillment is utilized to degree how fulfilled clients are with a company's items, administrations, and staff. Overview and rating information on client fulfillment can offer assistance a commerce figure out the best ways to move forward or alter its items and administrations.

A business's primary objective ought to be to satisfy the requirements and wants of its customers. Retail and wholesale establishments, government agencies, service corporations, non-profit organizations, and all subcategories within an organization are all affected by this. Customer satisfaction is a commonly used term in marketing to assess the level of satisfaction that customers have with their whole experience. Improving customer happiness and cultivating customer loyalty are crucial for organizations, since it is important to enhance the alignment between client attitudes before and after the consuming process.

Li & Zhang (2022), this consider had appeared that most shoppers buy hardware items through online FMCG items. Three primary components are influencing consumers' - sex, wage and cost. In any case, individuals are interested in obtaining hardware merchandise online as it were when uncovered to offers, independent of their age and income.

Rashed Ali Karim(2013) expressed that online shopping expanding each day for assortment of reason, particularly variables like expanding gas cost, troublesome in getting to the conventional store, to contribute to the expanded in the online shopping. There are numerous focal points when we do online shopping which incorporates, 1) wide extend of choice i.e. if we need to purchase an thing in web the same sort of thing will be accessible with the distinctive retailer in online. So it is simple to compare the cost and quality with the other shops. 2) It works 24 hours a day which makes a difference the individuals to do buy at whatever point they are free and it makes a comfortable zone among the client i.e., individuals who work in day move and night move can too do a shopping when they have time. The prepare for buying FMCG items in online is exceptionally simple and client inviting. So, individuals who are less taught and uneducated can able to purchase a item in online.

Anamika S.jain (2018) verbalized that online shopping gives gigantic assortment of item. The client can purchase indeed an worldwide slant without investing cash on the airfare. Individuals can shop anyplace in nation and can get the item to their entryway step. This office will not be accessible when we do an standard shopping. Here we can get part and parcel of assortments in items. So individuals can appreciate when they do online shopping and too can able to select the best among distinctive choices of FMCG item. A few retailers indeed acknowledge the arrange for out of stocks thing, it will reach the client when the vender gets the product.

2. RESEARCH PROBLEM

Products from fast-moving consumer goods have a significant impact on many aspects of human life. All sections of society frequently use these products, and a sizeable portion of their income is spent on their purchase. In addition, the industry contributes significantly to the Indian economy. In recent years, this industry has experienced remarkable growth, even managing to maintain growth during times of economic distress.

3. RESEARCH OBJECTIVES

1. The objective is to determine the elements that influence customers' online purchase of FMCG products.
2. Conduct online customer satisfaction surveys.
3. There will be a significant difference in the attitudes of males and females towards website design

4. SCOPE OF THE STUDY

The reason of this ponder is to discover out how fulfilled clients are with online FMCG items. The centre of the ponder will be on deciding the components that impact client inclination and satisfaction with online FMCG items. In expansion, the ponder will explore how the company's different showcasing methodologies influence client buy and fulfillment. Strategies for gathering quantitative information will be utilized in the consider. Online overviews will be utilized to collect the quantitative information. A test of 118 shoppers who have already acquired FMCG items online will be the center of the consider.

5. REVIEW OF LITERATURE

(Chundri, 2017) opined that drop off the cost and rebate continuously pulls in the eyes of the client. By settling moo cost for the products and by giving rebate individuals will tend to do more shopping. In show disdain toward of considering the needs they will purchase a item, the reason behind is that they know that they don't able to purchase the same item on the same cost, if the rebate period exists. Numerous individuals anticipate that online store to offer merchandise and administrations at a lower cost than compare to conventional stores.

(Elliot & Fowell, 2000) state that it has been determined that customers' perceptions of the security risks associated with e-commerce are becoming less clear, but their satisfaction with online store management's anticipated data is growing. The security calculation then raises the degree of consumer satisfaction. They are helpful in managing consumer purchasing and e-fulfillment levels, as well as innovation, shopping, and other aspects of the business.

(Alan and Yasin, 2018) Conducting a consider to decide the components that impact client fulfillment is pivotal, as it serves as a standard for assessing a business's execution and advancement. Furthermore, it can give important bits of knowledge for forming future activities. A few inquire about have centered on distinguishing the characteristics that lead to shopper bliss. Analysts have decided that a few components altogether impact client fulfillment when shopping on e-commerce websites.

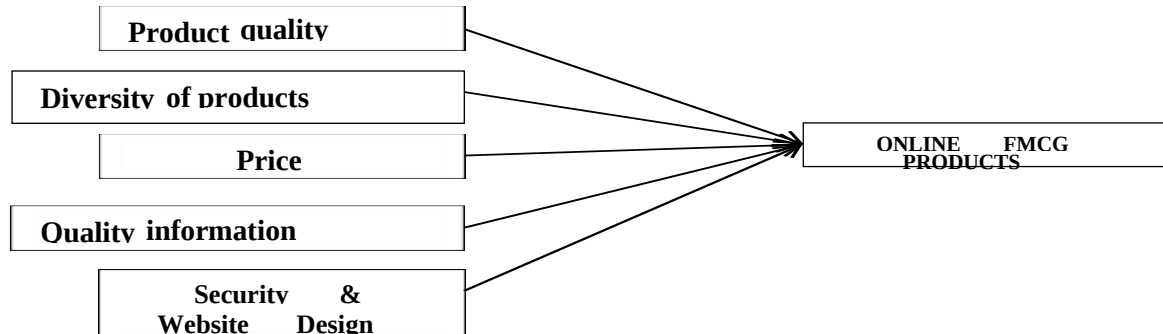
(Sama, 2021) The think about decided that customer behavior is energetic and centered on measuring fulfillment and buyer recognition. India is a profitable advertise. The current slant in India includes online shopping advancements and markdowns, the notoriety of feasible things, and the affect of celebrities. Guaranteeing shopper dependability has developed as the essential impediment for firms.

(Dr.payal Upadhyay 2020) Shows that there are two particular categories of acquiring: comfort buying and experiential buying. People who make buys for the purpose of comfort are more likely to be steadfast shoppers compared to those who prioritize the encounter of buying. The ease of online acquiring is expanding consistently as innovation propels.

(Dr.S.Sudhamathi, 2023) The creator looks at the acquiring designs of clients in fast-moving shopper products (FMCG). The think about points to explore the components that impact buyer choices. The creator analyzes the utilization propensity, way of life, and recognition of the item through promoting. The study concludes that buyers prioritize quality over cost and moreover consider wellbeing as a critical thought when making online buys.

6. RESEARCH METHODOLOGY

6.1. RESEARCH FRAMEWORK



6.2. RESEARCH DESIGN

The research is descriptive in nature. To characterize everything that falls under, descriptive research was used. The study's research design is descriptive research. To characterize everything that falls under, descriptive research was used

6.3. SAMPLE DESIGN

A sampling plan is a specific plan for obtaining a sample from a particular population. It consists of many elements such as sample size, sampling unit, sampling technique, sampling range etc. In this study, convenience sampling technique was used.

6.4. SAMPLE SIZE

The sample size is 120. The survey from the total population (176) customers. The respondents of the study are the customers who have the knowledge and interest in purchase FMCG products online.

6.5. METHODS FOR DATA COLLECTION

6.5.1. Primary data

Primary information collection sources incorporate studies, perceptions, tests, survey, individual meet, etc.

6.5.2. Secondary data

Secondary information collection sources are company distributions, websites, books, diary articles, inner records etc.

7. DATA ANALYSIS AND INFERENCE

TABLE 7.1 GENDER

GENDER	RESPONDENTS	PERCENT
Male	67	56.8
Female	51	43.2
TOTAL	118	100

Source: Primary Data

INFERENCE

It shows that, 56.8% of the respondents are male and remaining 43.2% of the respondents are female Majority 56.8% of the respondents are male.

TABLE 7.2 AGE

AGE	RESPONDENTS	PERCENT
Below 20 years	19	16.1
21-25 years	34	28.8
26-30 years	26	22
31-35 years	25	21.2
Above 35 years	14	11.9
TOTAL	118	100

Source: Primary Data

INFERENCE

It shows that, 16.1% of the respondents are in the age below 20 years, 28.8% of the respondents are in the age between 21-25 years, 22% of the respondents are in the age between 26-30 years, 21.2% of the respondents are in the age between 31-35 years and remaining 11.9% of the respondents are in the age above 35 years. Majority 28.8% of the respondents are in the age between 21-25 years.

TABLE 7.3 EDUCATION QUALIFICATION

QUALIFICATION	RESPONDENTS	PERCENT
SSLC	17	14.4
Under graduate	31	26.3
Post graduate	30	25.4
Diploma	27	22.9
Illiterate	13	11.
TOTAL	118	100

Source: Primary Data

INFERENCE

It shows that, 14.4% of the respondents are SSLC, 26.3% of the respondents are under graduate qualification, 25.4% of the respondents are post graduate qualification, 22.9% of the respondents are diploma holder and remaining 11% of the respondents are illiterate people. Majority 26.3% of the respondents are under graduate qualification.

TABLE 7.4 OCCUPATION

OCCUPATION	RESPONDENTS	PERCENT
Private employee	22	18.6
Government employee	29	24.6
Self-employed	31	26.3
Business	16	13.6
Student	20	16.9
TOTAL	118	100

Source: Primary Data

INFERENCE

It shows that, 18.6% of the respondents are private employee, 24.6% of the respondents are

government employee, 26.3% of the respondents are self-employed, 13.6% of the respondents are doing business and remaining 16.9% of the respondents are student. Majority 26.3% of the respondents are self-employed.

TABLE 7.5 MONTHLY INCOME

MONTHLY INCOME	RESPONDENTS	PERCENTAGE
Below Rs.15,000	22	18.6
Rs.15,000- Rs.20,000	34	28.8
Rs.20,000- Rs.25,000	29	24.6
Rs.25,000- Rs.30,000	21	17.8
Above Rs.30,000	12	10.2
TOTAL	118	100

Source: Primary Data

INFERENCE

It shows that, 18.6% of the respondents are earning below Rs.15,000, 28.8% of the respondents are earning Rs.15,000- Rs.20,000, 24.6% of the respondents are earning Rs.20,000- Rs.25,000, 17.8% of the respondents are earning Rs.25,000- Rs.30,000 and remaining 10.2% of the respondents are earning above Rs.30,000. Majority 28.8% of the respondents are earning Rs.15,000- Rs.20,000.

TABLE 7.6 KNOW ABOUT THE ONLINE PURCHASE OF FMCG PRODUCTS

KNOW ABOUT	RESPONDENTS	PERCENT
Newspaper	24	20.3
TV	40	33.9
Friends	19	16.1
Retailers	11	9.3
Social media	24	20.3
TOTAL	118	100

Source: Primary Data

INFERENCE

It shows that, 20.3% of the respondents are known through newspaper, 33.9% of the respondents are known through TV, 16.1% of the respondents are known through friends, 9.3% of the respondents are known through retailers and remaining 20.3% of the respondents are known through social media. Majority 33.9% of the respondents are known through TV.

TABLE 7.7 YEAR OF USING THE ONLINE FMCG PRODUCTS

YEAR OF USING	RESPONDENTS	PERCENT
0-1 year	16	13.6
1-3 years	32	27.1
3-5 years	24	20.3
5-7 years	25	21.2
Above 7 years	21	17.8
TOTAL	118	100

Source: Primary Data

INFERENCE

It shows that, 13.6% of the respondents are using online FMCG products in 0-1 year, 27.1% of the respondents are using online FMCG products in 1-3 years, 20.3% of the respondents are using online FMCG products in 3-5 years, 21.2% of the respondents are using online FMCG products in 5-7 years and remaining 17.8% of the respondents are using online FMCG products in above 7 years. Majority 27.1% of the respondents are using online FMCG products in 1-3 years.

TABLE 7.8 OPINION FOR ONLINE FMCG PRODUCTS

OPINION	RESPONDENTS	PERCENT
Excellent	30	25.4
Good	50	42.4
Moderate	22	18.6
Poor	10	8.5
Very poor	6	5.1
TOTAL	118	100

Source: Primary Data

INFERENCE

It shows that, 25.4% of the respondents are feeling excellent, 42.4% of the respondents are feeling good, 18.6% of the respondents are feeling moderate, 8.5% of the respondents are feeling poor and remaining 5.1% of the respondents are feeling very poor. Majority 42.4% of the respondents are feeling good about online FMCG products.

TABLE 7.9 PURCHASE PATTERN OF ONLINE FMCG PRODUCTS

PURCHASE PATTERN	RESPONDENTS	PERCENT
Retailers	23	19.5
Online	44	37.3
Wholesalers	20	16.9
Department store	24	20.3
Others	7	5.9
TOTAL	118	100

Source: Primary Data

INFERENCE

It shows that, 19.5% of the respondents are purchase from retailers, 37.3% of the respondents are purchase from online, 16.9% of the respondents are purchase from wholesalers, 20.3% of the respondents are purchase from department store and remaining 5.9% of the respondents are purchase from other place. Majority 37.3% of the respondents are purchase FMCG products from online.

TABLE 7.10 PREFERRING TO BUY THE ONLINE FMCG PRODUCTS

Opinion level	Highly satisfied		Satisfied		Neutral		Dissatisfied		Highly dissatisfied	
	es	Per	es	Per	es	Per	es	Per	es	Per
Discounts	43	36.4	41	4.7	9	6.1	0	8.5	5	4.2

Good promotional scheme	33	28	49	1.5	6	22	4	3.4	6	5.1
Stock on credit basis	30	25.4	36	0.5	5	9.7	0	8.5	7	5.9
Good marketing report	28	23.7	38	2.2	2	5.6	6	5.1	4	3.4
Brand recognition	31	26.3	34	8.8	3	28	2	10.2	8	6.8

Source: Primary Data

INFERENCE

It shows that, 36.4% of the respondents are highly satisfied with discounts, 41.5% of the respondents are satisfied with good promotional scheme, 30.5% of the respondents are satisfied with stock on credit basis, 35.6% of the respondents are neutral with good marketing report and remaining 28.8% of the respondents are satisfied with brand recognition. Majority 41.5% of the respondents are satisfied with good promotional scheme

TABLE 7.11 FMCG BRAND

FMCG brand	Highly satisfied		Satisfied		Neutral		Dissatisfied		Highly dissatisfied	
	Res	Per	Res	Per	Res	Per	Res	Per	Res	Per
Nestle	42	35.6	8	32.2	24	20.3	9	7.6	5	4.2
Johnson & Johnson	34	28.8	0	33.9	31	26.3	6	5.1	7	5.9
Loreal	41	34.7	6	30.5	27	22.9	8	6.8	6	5.1
ITC	38	32.2	7	31.4	28	23.7	0	8.5	5	4.2
Godrej	43	36.4	3	28	29	24.6	9	7.6	4	3.4
Dabur	45	38.1	5	29.7	25	21.2	5	4.2	8	6.8

Source: Primary Data

INFERENCE

It shows that, 35.6% of the respondents are highly satisfied with Nestle, 33.9% of the respondents are satisfied with Johnson & Johnson, 34.7% of the respondents are highly satisfied with Loreal, 32.2% of the respondents are highly satisfied with ITC, 36.4% of the respondents are highly satisfied with Godrej and remaining 38.1% of the respondents are highly satisfied with Dabur. Majority 38.1% of the respondents are highly satisfied with Dabur.

TABLE 7.12 FACTORS

Factors	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
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	es	Per	es	Per	es	Per	es	Per	es	Per
Promotional factors	34	28.8	38	32.2	28	23.7	8	6.8	o	8.5
Product factors	32	27.1	3	36.4	27	22.9	o	8.5	6	5.1
Price factors	33	28	o	33.9	28	23.7	6	5.1	1	9.3
Brand image	31	26.3	3	36.4	29	24.6	7	5.9	8	6.8
Social influence	28	23.7	6	39	30	25.4	9	7.6	5	4.2
Convenience	30	25.4	4	37.3	25	21.2	o	8.5	9	7.6
Information availability	26	22	45	38.1	31	26.3	2	10.2	4	3.4

Source: Primary Data

INFERENCE

It shows that, 32.2% of the respondents are satisfied with promotional factors, 36.4% of the respondents are satisfied with product factors, 33.9% of the respondents are satisfied with price factors, 36.4% of the respondents are satisfied with brand image, 39% of the respondents are satisfied with social influence, 37.3% of the respondents are satisfied with convenience and remaining 38.1% of the respondents are satisfied with information availability. Majority 39% of the respondents are satisfied with social influence.

TABLE 7.13 CHI-SQUARE TEST NULL

HYPOTHESIS

HO: There is no significant relationship between age and the factor that influences the purchase of consumer products online.

ALTERNATIVE HYPOTHESES

H₁: There is a significant relationship between age and the factor that influences the purchase of consumer products online.

	Cases						
	Valid			Missing		Total	
	N		Percent	N	Percent	N	Percent
AGE * FACTOR INFLUENCED TO BUY ONLINE FMCGPRODUCTS		118	100.0%	o	.0%	118	100.0%

AGE * FACTOR INFLUENCED TO BUY ONLINE FMCG PRODUCTS Cross tabulation

	FACTOR INFLUENCED TO BUY ONLINE FMCG PRODUCTS	
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Count	Value for money	Reasonable price	Discounts	Brand image	Free shipping	Total
AGE OF THE Below 20 RESPONDENTS years	19	0	0	0	0	19
21-25 years	5	29	0	0	0	34
26-30 years	0	11	15	0	0	26
31-35 years	0	0	8	14	3	25
Above 35 years	0	0	0	0	14	14
Total	24	40	23	14	17	118

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.890E2 ^a	16	.000
Likelihood Ratio	252.761	16	.000
Linear-by-Linear Association	103.722	1	.000
N of Valid Cases	118		

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Ordinal by Ordinal Measure of Agreement	Gamma Kappa	1.000	.000	36.980	.000
N of Valid Cases		.708 118	.049	15.171	.000

RESULT

From the output through the Chi square test, we have that the asymptotic significance is 0.000, which is less than 0.05 (ie $0.00 < 0.05$) and indicates that there is no relationship between age and the factor that influences the purchase of FMCG products online. The value obtained is less than 0.05, which means that the null hypothesis (H_0) is accepted.

TABLE 7.14 CORRELATION

The table shows the relationship between the years of use of online FMCG products and the opinion of online FMCG products

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		YEAR OF USING THE ONLINE FMCG PRODUCTS	OPINION FOR ONLINE FMCG PRODUCTS
YEAR OF USING THE ONLINE FMCG PRODUCTS	Pearson Correlation Sig. (2-tailed)	1	.880**
	N	118	.000 118
OPINION FOR ONLINE FMCG PRODUCTS	Pearson Correlation Sig. (2-tailed)	.880**	1
	N	.000 118	118

NON-PARAMETRIC CORRELATION

		YEAR OF USING THE ONLINE FMCG PRODUCTS	OPINION FOR ONLINE FMCG PRODUCTS
Kendall's tau_b YEAR OF USING THE ONLINE FMCG PRODUCTS	Correlation Coefficient Sig. (2-tailed)	1.000 .	.848** .000
	N	118	118
OPINION FOR ONLINE FMCG PRODUCTS	Correlation Coefficient Sig. (2-tailed)	.848** .000	1.000 .
	N	118	118
Spearman's rho YEAR OF USING THE ONLINE FMCG PRODUCTS	Correlation Coefficient Sig. (2-tailed)	1.000 .	.905** .000
	N	118	118
OPINION FOR ONLINE FMCG PRODUCTS	Correlation Coefficient Sig. (2-tailed)	.905** .000	1.000 .
	N	118	118

RESULT

From the yield the Relationship test, the esteem gotten is less than 0.01 deciphered that invalid speculation (H_0) is acknowledged. Hence the year of utilizing the online FMCG items and supposition for online FMCG items.

TABLE 7.15 ANOVA NULL

HYPOTHESIS

H_0 : There is no significant relationship between monthly income and type of FMCG mainly purchased.

ALTERNATIVE HYPOTHESES

H_1 : There is a significant relationship between monthly income and the type of FMCG mainly purchased.

Descriptive

MONTHLY INCOME	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	Between - Component Variance
					Lower Bound	Upper Bound			
Beverages & baked goods	19	1.00	.000	.000	1.00	1.00	1	1	
Electronic devices	33	1.91	.292	.051	1.81	2.01	1	1	
Medicines	25	2.84	.374	.075	2.69	2.99	2	3	
Cleaning products	20	3.60	.503	.112	3.36	3.84	3	4	
Cosmetics and toiletries	21	4.57	.507	.111	4.34	4.80	4	5	
Total	118	2.72	1.246	.115	2.49	2.95	1	5	
Model									
Fixed Effects									
Random Effects			.377	.035 .610	2.65 1.03	2.79 4.31			1.771

MONTHLY INCOME

Levene Statistic	df1	df2	Sig.
27.995	4	113	.000

ANOVA

MONTHLY INCOME	Sum of Squares	df	Mean Square	F	Sig.
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Between (Combined)	165.741	4			
Groups Linear	162.133	1	41.435	292.087	.000
Unweighted	165.557	1	162.133	1.143E3	.000
Term Weighted	.185	3	165.557	1.167E3	.000
Deviation	16.030	113	.062	.432	.729
Within Groups	181.771	117	.142		
Total					

HOMOGENEOUS

MONTHLY INCOME

KIND OF FMCG PRODUCTS BUY MOSTLY		N	Subset for alpha = 0.05				
			1	2	3	4	5
Student-Newman-Keulsa	Beverages & baked goods	19	1.00				
	Electronic devices	35		1.91			
	Medicines	25			2.84		
	Cleaning products	20				3.60	
	Cosmetics and toiletries	21					4.57
	Sig.		1.000	1.000	1.000	1.000	1.000

RESULT

From the over investigation, we discover that calculated esteem of the F-value is a positive 292.087 esteem, so H₁ acknowledge. Since the P esteem 0.000 is less than < 0.05 with respect to there is a noteworthy relationship between month to month salary and kind of FMCG items purchase for the most part. The comes about are critical at 4% level.

8. FINDINGS, SUGGESTIONS AND CONCLUSION

8.1. FINDINGS

1. Majority 56.8% of the respondents are male
2. Majority 28.8% of the respondents are in the age between 21-25 years
3. Majority 26.3% of the respondents are under graduate qualification
4. Majority 26.3% of the respondents are self-employed
5. Majority 28.8% of the respondents are earning Rs.15,000- Rs.20,000
6. Majority 33.9% of the respondents are known through TV
7. Majority 27.1% of the respondents are using online FMCG products in 1-3 years
8. Majority 42.4% of the respondents are feeling good about online FMCG products
9. Majority 37.3% of the respondents are purchase FMCG products from online
10. Majority 41.5% of the respondents are satisfied with good promotional scheme
11. Majority 38.1% of the respondents are highly satisfied with Dabur.
12. Majority 39% of the respondents are agree with customized shopping experience
13. Majority 37.3% of the respondents are agree with government initiatives to promote rural development
14. Majority 31.4% of the respondents are facing lack of product problem
15. Majority 40.7% of the respondents are satisfied with social media expandable to the new FMCG market.

8.2. SUGGESTIONS

1. This report helps many FMCG companies to launch a product in market.
2. There are huge opportunities for FMCG companies to untapped rural market of India.
3. In this research the main focus on customer buying behaviour but companies should make their website attractive by adding features to it.
4. More customers prefer cash on delivery mode while payment because of lack of security in online portal, so companies tries to make website with good security and technology.

8.3. CONCLUSION

For a company taking after the highlights of a item, they ought to more center on quality than cost, as they are both adversely related. Clients need more quality-driven items within the FMCG segment. For a company advertising items online, they ought to know that item accessibility and offers and rebates are positively related but there's more accentuation on offers and rebates. So companies make a procedure to grant offers and rebates month to month so that they draw in a expansive pool of clients. Companies ought to not center on sexual orientation whereas offering a item online. In any case female clients favor somewhat more believe and quality highlights than male.

Companies ought to make item data genuine in their online entrance since clients lean toward to look online and purchase online. Clients lean toward to shop FMCG items from the same entrance frequently, they are not exchanging quickly so companies make techniques to hold their ancient clients and pull in a unused one. Sometime recently buying items clients favor to compare the costs of the item with the different entrance. Clients don't hold up for buying offers and rebates whereas buying FMCG items online. Clients are fulfilled with the data given by the vender online.

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