

# A Study on Fast Moving Consumer Goods in Growth and Challenges in Chennai City

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## Abstract:

Fast Moving Consumer Goods (FMCG) is India's fourth-biggest division. Inside the locale there are three crucial sections—dinner and fluids that owed cash for 18 after a penny of the world, human services that owe 32 with respect to the penny and family unit, and individual consideration with regard to the penny's obligations for the last 50. FMCG bunches play an essential role in our daily lives. Starting with tooth glue, cleansers, using things step by step and many others. The Indian commercial center is dominated by FMCG associations and is set to grow further. Some monstrous gamers have been seen by the FMCG business yet interruption through new players has also altered the circumstance of India. Names such as HUL, ITC, Nestle and New Entrant Patanjali are included in the top Indian FMCG organisations. Watching and analyzing the FMCG Sector in Chennai District is the basic description of this article. This paper has some experience in FMCG Sector Significance, FMCG Development in India, Three Significant Portions of FMCG, Chennai FMCG Sector Growth, FMCG Sector Challenges, Market Share of Companies. The information has been gathered from several assets of verification, comparably to books, diaries, sites, and papers.

**Keywords:** development, customer, FMCG district

## I INTRODUCTION

The FMCG region has advanced from US\$31.6 billion of each 2011 to US\$ 40-9 billion out of 2017. The region is furthermore foreseen to create at a Compound Annual Growth Rate (CAGR) of 20.6 as constant with a penny to perform US\$ 103.7 billion through strategies for 2020. Representing a business quantity of cycle 60 percent, the metropolis place is an extraordinary supporter of the general gives produced through utilizing the FMCG department in India and recorded a marketplace size of around US\$ 29.4 billion out of 2016-17. Semi-town and rustic fragments are developing at a brief pace and represented a profit degree of forty as indicated with the aid of penny inside the vital incomes recorded through using the FMCG place in India. The provincial FMCG showcase in India is foreseen to create at a CAGR of 14.6 steadies with a penny from US\$ 29 billion out of 2016 to US\$

one hundred billion the usage of 2020.

Developing mindfulness, extra honest to get admission to, and changing strategies of life are the important issue increment drivers for the purchaser industrial center. The Government of India's hints and administrative structures that comprise unwinding of allowing suggestions and endorsement of fifty-one in line with penny Foreign Direct Investment (FDI) in multi-emblem and one hundred percent in unmarried-photo retail are multiple the transcendent blast drivers for the FMCG business enterprise middle.

FMCG workplaces play a pressing capability in our little by little lives. From polish glue, cleansers, everyday use items and so forth. FMCG businesses have controlled the Indian market and are set to growth in addition. The FMCG company has visible some huge game enthusiasts, however, interruption with the aid of approach for logo spanking new game enthusiasts has furthermore

changed the Indian situation. The zenith Indian FMCG companies envelop names like HUL, ITC, Nestle and New Entrant Patanjali.

### THE TARGET OF THE INVESTIGATION

1. Essentialness of FMCG Sector
2. Development of FMCG in Chennai District,
3. Development in Indian FMCG Sector
4. Difficulties in FMCG Sector

### DIFFICULTIES IN THE FMCG AREA

India's FMCG show off is profoundly divided that is a differentiation to that in the U.S where it's far commanded by means of a couple of big players. In this manner, propelling and growing a piece of the pie around an object presents giant problems. At first, an huge degree of coins is contributed to the advancement and publicizing and image building. This is tremendous for a marketplace like in India wherein there are various players for a similar object. Likewise, the Indian population needs a advanced go back an incentive for their venture. So the sport virtually lies in putting in place a valuable factor. Setting up co-ordinations and dispersion chains additionally have difficult difficulties that are

being handled by using building and expanding the contemporary machine of railroads and roadways and one of a kind strategies of transportation for simple transportation for products for the duration of the state.

## II RESEARCH METHODOLOGY

The observe has been achieved in particular on the basis of secondary information and statistics available from books and published works and reviews.

### *Awareness of Malpractice of Intermediaries*

From the above frequency table 1.1 it is ascertained that a maximum of 59.7 percent of consumer durable goods market are aware of the malpractice of intermediaries followed by 40.3 percent of consumer are not known the malpractices done by the intermediaries. So the percentage analysis reveals that most of the consumer in Indian securities market are having the knowledge about the malpractices done by the intermediaries like share brokers etc.

Table 1.1  
Intermediaries

	Frequency	Percent	Cumulative Percent
Yes	128	59.7	59.7
No	92	40.3	100.0
Total	220	100.0	

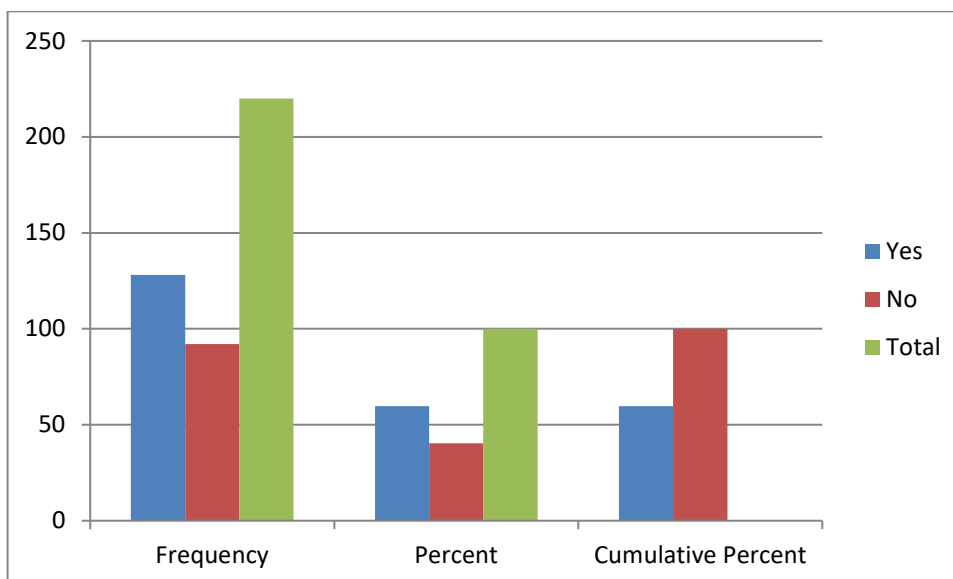


Figure 1. Frequency, Percent, Cumulative Percent

Table – 1.2

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	133	60.5	60.5	60.5
	Female	87	39.5	39.5	100.0
	Total	220	100.0	100.0	

Product Available in Market					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Satisfied	70	31.8	31.8	31.8
	Highly Satisfied	42	19.1	19.1	50.9
	Neutral	40	18.2	18.2	69.1
	Dissatisfied	34	15.5	15.5	84.5
	Highly Dissatisfied	34	15.5	15.5	100.0
	Total	220	100.0	100.0	

Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Upto 20,000	62	28.2	28.2	28.2
	20,001 - 30,000	70	31.8	31.8	60.0
	30,001 - 40,000	34	15.5	15.5	75.5
	More than 40,000	54	24.5	24.5	100.0
	Total	220	100.0	100.0	

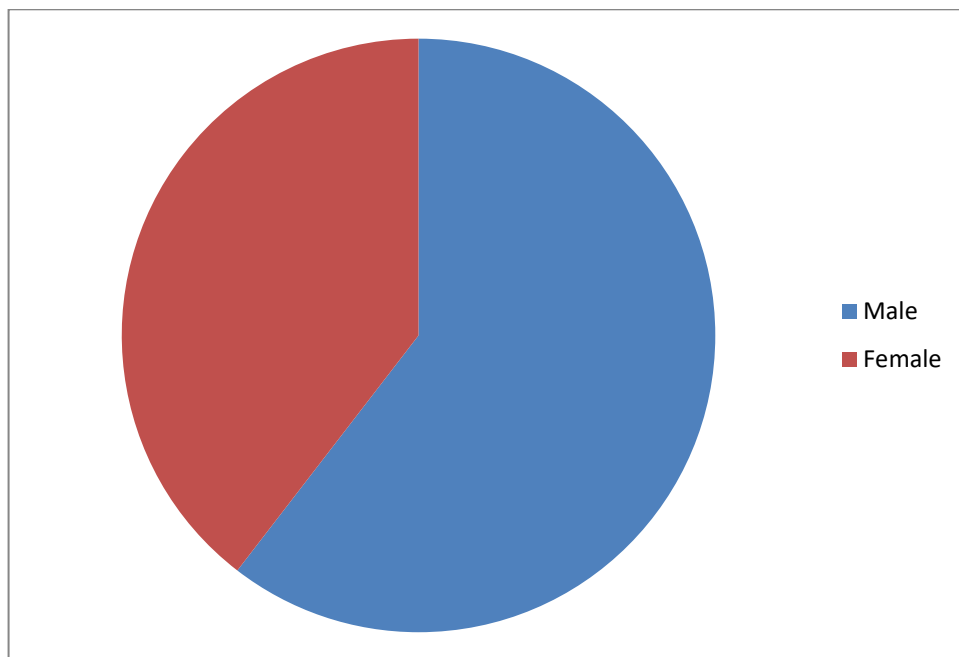


Figure 2.GENDER

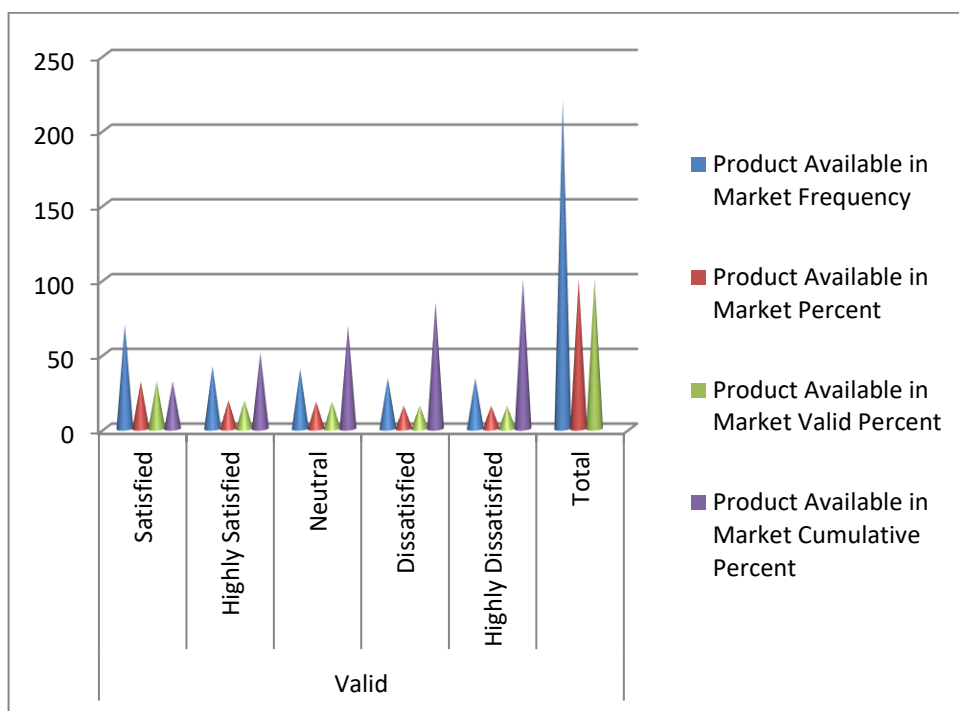


Figure 3.PRODUCT AVAILABLE IN MARKET

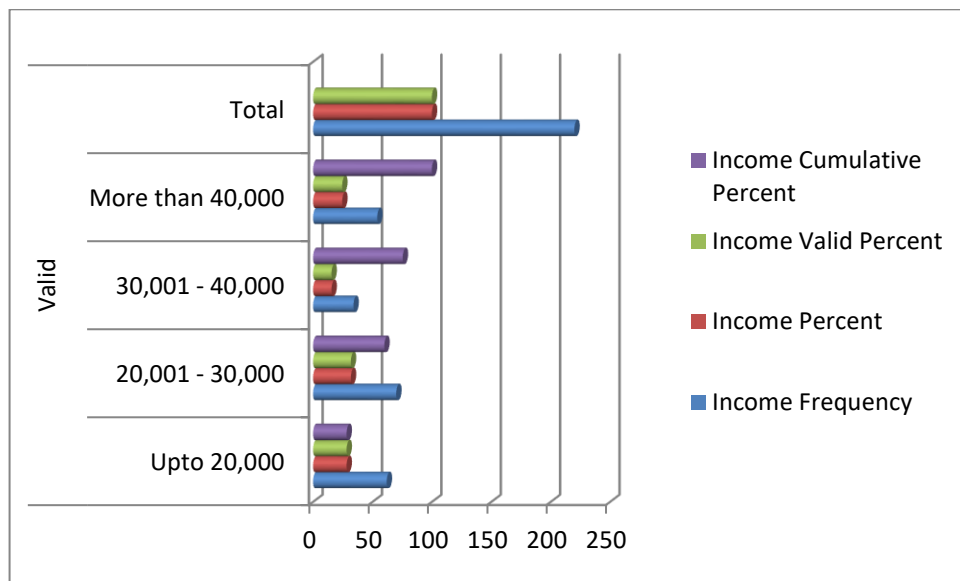


Figure 4. INCOME

The table reveals that out of 220 respondents only 133(60.5%) of respondents are a male group and remaining 87(39.5%) of respondents are a female group of amongst respondents. Regarding the Product Available in market 70(31.8%) of respondents are satisfied their available product and 42(19.1%) of the respondents their answers regarding available products is highly satisfied in their desired product. Regarding the survey

70(31.8%) of their income under 20,001 – 30,000. Very less than the respondents of their income between 30,001 – 40,000. As per the table of taste, the respondents only 32(14.5%) of respondents are their taste is neutral. The above table shows related to respondents demand their product in the market only 74(33.6%) of respondents are having highly satisfied their demanded product.

Table 3  
ANOVA Association Between Demands Versus Desirable Product

			Sum of Squares	df	Mean Square	F	Sig.
Between Groups	(Combined)		1.976	4	.494	.312	.870
	Linear Term	Unweighted	.925	1	.925	.584	.445
		Weighted	.463	1	.463	.293	.589
		Deviation	1.512	3	.504	.319	.812
Within Groups			340.183	215	1.582		
Total			342.159	219			

The above the table shows that table less than calculating value. So Null hypothesis rejected, the Alternative hypothesis is accepted. There is a

significant relationship between Demand and Desirable goods.

Table 4  
Chi-Square Test According Classification of Gender and Taste

		Taste					Total
		Agree	Strongly Agree	Neutral	DisAgree	Strongly Disagree	
Gender	Male	43	28	24	24	14	133
	Female	27	16	8	17	19	87
Total		70	44	32	41	33	220

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.596 <sup>a</sup>	4	.108
Likelihood Ratio	7.648	4	.105
Linear-by-Linear Association	2.115	1	.146
N of Valid Cases	220		

The above table indicates that table value is more than calculating the value. So Null hypothesis is accepted, an alternative hypothesis is rejected. There is no relationship between gender and of their age.

### III CONCLUSION

FMCG is the 4th largest region inside the Indian economy. FMCG corporations play a pivotal function in our every-day lives.

From enamel paste, soaps, day by day use gadgets and many others. FMCG groups have ruled the Indian market and are set to develop further. The FMCG industry has visible a few massive gamers however disruption by using new gamers has additionally modified the Indian situation in Chennai District. The pinnacle Indian FMCG organizations encompass names like HUL, ITC, Nestle and New Entrant Patanjali. Foreign investments in the FMCG area have grown progressively to attain the modern length. Rural consumption holds the key for FMCG in 2017. FMCG companies in India have expanded

their expenditure on commercial and income advertising because of growing competition and so that it will attain out to a wider target audience. The Fast Moving Consumer Goods (FMCG) quarter in rural and semi-urban India is anticipated to cross US\$ 220 billion via 2025. FMCG agencies are attempting to steer customers with shrewd deals.

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