



A Study On Customers Purchase Behaviour Towards Fast Moving Consumer Goods (FmCG) In Bangaluru City

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Abstract-Fast Moving Consumer Goods (FMCG) are essential, low-cost products that are consumed quickly and purchased frequently by consumers as part of their daily needs. These include items such as food products, toiletries, cleaning agents, and other household necessities. The present study aims to analyze the purchase behaviour of customers in Bangalore city, a rapidly growing urban market with diverse consumer preferences. The research is based on a sample size of 380 respondents, selected using a structured questionnaire to gather primary data regarding their buying habits and preferences.

Keywords: Artificial Intelligence, Commerce Education, Digital Transformation, Employability, Business Analytics, Higher Education.

The study focuses on identifying the key factors that influence consumer purchasing decisions, including price, brand image, product quality, availability, packaging, and promotional activities. It also examines how demographic variables such as age, income, and occupation impact buying behaviour. The findings indicate that urban consumers in Bangalore are highly brand-conscious and prefer trusted and well-known brands. At the same time, they remain price-sensitive and actively look for value for money. Product availability, convenience, and attractive promotional strategies such as discounts, offers, and advertisements also play a significant role in influencing their choices.

The study highlights the growing importance of marketing strategies and distribution channels in shaping consumer decisions. These insights provide valuable guidance for FMCG companies to design effective pricing, branding, and promotional strategies to better cater to urban consumers and enhance their competitive position in the market.

A STUDY ON CUSTOMERS PURCHASE BEHAVIOUR TOWARDS FAST MOVING CONSUMER GOODS (FMCG) IN BANGALORE CITY

I. Introduction

The FMCG sector is one of the most dynamic sectors in India, contributing significantly to economic growth. It

includes products such as packaged foods, beverages, personal care products, and household items.

Bangalore, being a metropolitan city and IT hub, has a diverse population with varied income levels, lifestyles, and consumption patterns. Urban consumers in Bangalore exhibit unique buying behaviour influenced by factors such as convenience, brand image, digital exposure, and lifestyle changes.

Consumer purchase behaviour refers to the process through which individuals select, buy, use, and dispose of goods. In the FMCG sector, understanding this behaviour is crucial due to intense competition and rapidly changing preferences.

Studies show that urban consumers are more brand-conscious, convenience-oriented, and digitally engaged, compared to rural consumers.

II. Need for the Study

Understanding consumer behaviour has become crucial in today's highly competitive market, especially in the Fast-Moving Consumer Goods (FMCG) sector. This study is important for several reasons:

1. To Understand Consumer Buying Behaviour in Bangalore City: Bangalore, being a major metropolitan city, has a diverse population with varied income levels, lifestyles, and cultural backgrounds. Consumer preferences in such an urban setting are constantly evolving due to factors like technology, exposure to global brands, and



changing socio-economic conditions. This study helps in identifying how consumers make purchase decisions, what motivates them to choose specific FMCG products, and how frequently they buy these goods. It also sheds light on brand loyalty, impulse buying, and the role of convenience in purchasing decisions.

2. To Identify Key Factors Influencing FMCG Purchases: Consumers do not make purchasing decisions randomly; several factors influence their choices. These include price, quality, brand image, packaging, availability, promotional offers, and peer influence. The study aims to analyze which of these factors have the strongest impact on consumer decisions in Bangalore. For instance, some consumers may prioritize affordability, while others may focus on brand reputation or product quality. Understanding these factors helps businesses align their offerings with consumer expectations.

3. To Analyze the Impact of Urban Lifestyle on Buying Patterns: Urban lifestyles significantly affect purchasing behaviour. In a fast-paced city like Bangalore, consumers often prefer convenience, ready-to-use products, and online shopping options. Increasing work pressure, dual-income households, and time constraints influence the demand for packaged and instant FMCG products. This study explores how such lifestyle changes impact buying frequency, product choice, and shopping channels (such as supermarkets, local stores, and e-commerce platforms). It also examines the shift towards health-conscious and eco-friendly products among urban consumers.

4. To Help Companies Design Effective Marketing Strategies: The insights gained from this study are valuable for FMCG companies in formulating better marketing strategies. By understanding consumer preferences and behaviour, companies can:

- Develop products that meet consumer needs
- Set competitive pricing strategies
- Design attractive packaging
- Choose effective promotional techniques
- Improve distribution channels

Ultimately, this helps companies increase customer satisfaction, build brand loyalty, and gain a competitive advantage in the market.

III. Objectives of the Study

- To study purchase behaviour of FMCG consumers in Bangalore
- To identify factors influencing buying decisions
- To analyze the role of price, brand, and quality
- To study the impact of advertisement and promotion
- To measure customer satisfaction levels

IV. Scope of the Study

The scope of this study is limited to consumers residing in Bangalore city, focusing on their purchasing behaviour towards Fast-Moving Consumer Goods (FMCG). It covers major FMCG product categories such as food items, beverages, and personal care products, which are regularly used by consumers in their daily lives. The study is based on primary data collected from a sample size of 380 respondents, representing different age groups, income levels, and occupations. This defined scope helps in obtaining focused and relevant insights into consumer preferences, buying patterns, and influencing factors within the urban context of Bangalore.

V. Research Methodology

1. Research Design

The study adopts a descriptive research design to systematically analyze consumer buying behaviour towards FMCG products in Bangalore city. This design is suitable as it helps in describing the characteristics, preferences, and purchasing patterns of consumers without manipulating any variables. It enables the researcher to present factual and accurate insights into consumer attitudes and behaviour.

2. Data Collection

The study is based on both primary and secondary data sources. Primary data is collected through a structured questionnaire administered to respondents, ensuring uniformity and reliability of responses. Secondary data is gathered from journals, websites, and research papers, which provide theoretical support and background information for the study.

3. Sample Size

The study is conducted with a total sample size of 380 respondents. This sample size is considered adequate to represent the target population and to draw meaningful conclusions about consumer buying behaviour in Bangalore city.

4. Sampling Technique

Convenience sampling technique is used in this study. Respondents are selected based on ease of access and availability, making the data collection process quicker and more practical within time and resource constraints.

5. Tools for Analysis

The collected data is analyzed using simple and effective statistical tools. Percentage analysis is used to interpret and



compare responses, while tables are employed for clear and visual presentation of data. Basic statistical techniques are applied to summarize and draw meaningful conclusions from the findings.

VI. Review of Literature

A review of existing literature provides a theoretical foundation for understanding consumer buying behaviour in the FMCG sector and helps identify key factors influencing purchasing decisions.

Several studies have emphasized the importance of consumer behaviour in the FMCG industry due to its dynamic and highly competitive nature. **Philip Kotler** highlighted that consumer buying behaviour is influenced by cultural, social, personal, and psychological factors, which collectively shape purchasing decisions. His work forms the basis for understanding how consumers interact with products and brands.

Research by **Leon G. Schiffman and Leslie Lazar Kanuk** explains that consumer behaviour involves the process of searching, selecting, purchasing, using, and evaluating products to satisfy needs and wants. Their study indicates that brand loyalty and perceived value play a significant role in FMCG purchases.

A study by **David A. Aaker** focused on brand equity and found that strong brand image, awareness, and trust significantly influence consumer preferences, especially in frequently purchased goods like FMCG products. Consumers tend to rely on familiar brands to reduce risk and ensure quality.

According to Solomon **Michael R.**, lifestyle changes and urbanization have a direct impact on consumer buying patterns. In urban cities, consumers prefer convenience-oriented products such as ready-to-eat food and packaged goods, which aligns with the fast-paced lifestyle.

A study conducted by **K. Rama Mohana Rao** revealed that price sensitivity remains a major factor influencing FMCG purchases in Indian markets, while promotional offers and discounts also play a crucial role in attracting consumers.

Research by **S. Ramesh Kumar** emphasized the importance of packaging, advertising, and distribution channels in influencing consumer decisions. Attractive packaging and effective advertising create a strong impact on consumer perception and buying behaviour.

Furthermore, studies on urban consumers indicate a growing shift towards health-conscious and eco-friendly products, influenced by increasing awareness and changing lifestyles. The role of digital platforms and online shopping has also become significant in recent years, affecting how consumers purchase FMCG products.

VII. Factors Influencing Consumer Purchase Behaviour in Bangalore

1. Price

Price is one of the most important factors affecting consumer buying decisions. Most consumers tend to compare the prices of different products before making a purchase. They look for value for money and often choose products that fit their budget while still meeting their needs. Discounts, offers, and affordable pricing can strongly attract customers in the FMCG sector.

2. Brand

Brand plays a significant role in influencing consumers, especially in urban areas like Bangalore. Many consumers prefer well-known and trusted brands because they associate them with reliability and quality. A strong brand image creates confidence among buyers and often leads to repeat purchases.

3. Quality

Quality is a key factor that determines customer satisfaction. Consumers expect FMCG products to be safe, effective, and consistent in performance. When a product meets or exceeds expectations, it builds trust and encourages customers to buy the same product again, leading to brand loyalty.

4. Availability

Availability of products in nearby stores or on online platforms greatly influences buying behaviour. Consumers prefer products that are easily accessible and readily available when needed. If a product is not available, they may switch to alternative brands, even if they prefer the original one.

5. Advertisement

Advertisements, especially through digital and social media, have a strong impact on consumer decisions. Attractive advertisements create awareness, provide information, and influence perceptions about a product. Urban consumers are highly exposed to online ads, which often affect their buying choices.

6. Lifestyle

Lifestyle changes, particularly in urban areas, play a major role in shaping buying behaviour. Busy schedules and time constraints lead consumers to prefer convenience products such as ready-to-eat food and easy-to-use personal care items. This increases the demand for FMCG products that save time and effort.



7. Health & Sustainability Awareness

Nowadays, consumers are becoming more conscious about their health and the environment. Many prefer products that are healthy, natural, and eco-friendly. This growing awareness has increased the demand for organic products, low-sugar or low-fat items, and environmentally friendly packaging.

VIII. Data Analysis and Interpretation

1. Frequency of Purchase

Factor	Frequency (N)	Percentage
Daily	144	38
Weekly	160	42
Monthly	76	20
Total	380	100

The table presents the frequency of FMCG purchases among the respondents. It is observed that the majority of consumers, **160 respondents (42%)**, prefer to purchase FMCG products on a **weekly basis**, indicating that weekly shopping is the most common pattern among urban consumers. This may be due to convenience, better planning of household needs, and availability of products. A significant proportion, **144 respondents (38%)**, make **daily purchases**, which suggests that many consumers still rely on frequent buying, possibly due to easy access to nearby retail stores or immediate consumption requirements. On the other hand, only **76 respondents (20%)** prefer **monthly purchases**, showing that fewer consumers engage in bulk buying or long-term stocking of FMCG products.

Overall, the data indicates that **weekly purchasing is the dominant behaviour**, followed closely by daily purchasing, while monthly buying is the least preferred. This reflects the importance of accessibility, convenience, and consumption habits in shaping FMCG purchase behaviour in urban areas like Bangalore.

2. Factors Influencing Purchase

Factor	Frequency (N)	Percentage
Price	106	28
Brand	103	27
Quality	76	20
Availability	57	15
Advertisement	38	10
Total	380	100

The table shows the key factors influencing the purchase of FMCG products among respondents. It is observed that **price is the most influential factor**, with **106 respondents (28%)** considering it as the primary reason for their purchase decisions. This indicates that consumers are highly price-sensitive and look for value for money while buying FMCG products. The next important factor is **brand**, with **103 respondents (27%)**, showing that brand image and trust play a significant role in influencing consumer choices. This suggests that well-established and reputed brands have a competitive advantage in the market. **Quality** is considered by **76 respondents (20%)**, indicating that consumers also focus on the performance and reliability of the product before making a purchase. **Availability**, with **57 respondents (15%)**, highlights the importance of easy access to products in stores or online platforms. If products are not readily available, consumers may switch to alternatives. Lastly, **advertisement influences 38 respondents (10%)**, suggesting that while promotional activities do impact decisions, they are less important compared to price, brand, and quality.

Overall, the data reveals that **price and brand are the dominant factors**, followed by quality and availability, while advertisement has comparatively less influence on FMCG purchase behaviour.

The analysis is supported by recent computational and fuzzy-decision perspectives on business problem solving [15]-[18]. This literature strengthens the paper because fintech, digital inclusion and business analytics depend on data quality, model transparency and decision support. The discussion also aligns with recent institutional reports on digital payments and financial inclusion [19]-[21].

The study indicates that digital commerce and fintech initiatives can improve access, efficiency and financial participation, but their benefits depend on digital literacy, trust, affordability and regulatory safeguards. Further research can include primary data and comparative institutional analysis to measure user-level outcomes more precisely.

3. Brand Preference

Preference	Frequency (N)	Percentage
Branded	266	70
Non-branded	114	30
Total	380	100

The table shows the brand preference of respondents in purchasing FMCG products. It is clearly observed that a large majority of consumers, **266 respondents (70%)**, prefer branded products. This indicates that most consumers have



greater trust in established brands, associating them with better quality, reliability, and consistency. Branded products are often perceived as safer and more dependable, which strongly influences purchase decisions.

On the other hand, 114 respondents (30%) prefer non-branded products. This segment of consumers may be more price-conscious and willing to compromise on brand in order to save money or obtain similar products at a lower cost.

Overall, the data reveals that branded products dominate consumer preference, highlighting the importance of brand image, reputation, and trust in the FMCG market. It suggests that companies should focus on strengthening their branding strategies to attract and retain customers.

4. Influence of Advertisement

Response	Frequency (N)	Percentage
Influenced	228	60
Not Influenced	152	40
Total	380	100

The table shows the influence of advertisement on the purchase behaviour of consumers. It is observed that a majority of respondents, 228 (60%), are influenced by advertisements while purchasing FMCG products. This indicates that advertising plays a significant role in shaping consumer awareness, preferences, and buying decisions. Promotional strategies such as television ads, social media campaigns, and discounts are effective in attracting customers and encouraging them to choose specific brands. On the other hand, 152 respondents (40%) reported that they are not influenced by advertisements. This suggests that a considerable portion of consumers rely more on other factors such as price, quality, personal experience, or word-of-mouth recommendations rather than promotional activities.

Overall, the data indicates that advertisement has a strong impact on the majority of consumers, but it is not the sole factor influencing purchase decisions. Companies should therefore use effective and targeted advertising strategies while also focusing on product quality and pricing to appeal to a wider audience.

5. Customer Satisfaction

Satisfaction Level	Frequency (N)	Percentage
Highly Satisfied	171	45
Satisfied	152	40
Dissatisfied	57	15
Total	380	100

The table presents the level of customer satisfaction towards FMCG products among the respondents. It is evident that a majority of consumers have a positive experience, with 171 respondents (45%) being highly satisfied. This indicates that a significant portion of customers are very happy with the quality, price, and overall performance of FMCG products.

Additionally, 152 respondents (40%) are satisfied, which further strengthens the observation that most consumers have a favorable perception. Together, 85% of the respondents are either satisfied or highly satisfied, reflecting a strong level of customer approval in the market. However, 57 respondents (15%) are dissatisfied, indicating that a smaller segment of consumers is not fully content, possibly due to issues related to quality, pricing, availability, or expectations not being met.

Overall, the data suggests that customer satisfaction is high in the FMCG sector, but there is still scope for improvement. Companies should focus on addressing the concerns of dissatisfied customers while maintaining the quality and value that drive high satisfaction levels.

IX. Findings

- Consumers in Bangalore prefer frequent (weekly) purchases
- Price and brand are the most influential factors
- High preference for branded products
- Advertisements and digital media significantly influence buying behaviour
- Health and sustainability awareness is increasing
- Most consumers are satisfied with available FMCG products

X. Suggestions

1. Companies should focus on competitive pricing strategies

Companies need to set prices that are attractive and affordable for consumers while still maintaining profitability. Since customers often compare prices before buying, offering competitive pricing, discounts, combo offers, and value packs can influence their decisions. Reasonable pricing helps in attracting new customers and



retaining existing ones in a highly competitive FMCG market.

2. Enhance brand image and product quality

A strong brand image creates trust and confidence among consumers. Companies should invest in building a positive reputation through consistent quality, good packaging, and reliable performance of products. High-quality products lead to customer satisfaction, which in turn encourages repeat purchases and long-term brand loyalty.

3. Increase digital marketing and social media presence

With the growing use of smartphones and the internet, digital marketing has become very important. Companies should actively promote their products through social media platforms, online advertisements, and influencer marketing. This helps in reaching a wider audience, creating brand awareness, and influencing consumer buying behaviour, especially among urban customers.

4. Promote eco-friendly and health-oriented products

Consumers today are more aware of health and environmental issues. Companies should focus on producing products that are natural, organic, and safe to use. Using eco-friendly packaging and promoting sustainable practices can attract environmentally conscious consumers. This not only improves brand image but also meets changing consumer preferences.

5. Improve product availability through online platforms

Easy availability of products is essential for increasing sales. Companies should ensure that their products are available not only in local stores but also on online platforms like e-commerce websites and mobile apps. This provides convenience to consumers, especially those with busy lifestyles, and helps companies reach a larger market.

XI. Limitations of the Study

The study has certain limitations that should be considered while interpreting the results. Firstly, the research is limited to a sample size of 380 respondents, which may not fully represent the entire population. Secondly, the use of convenience sampling means that respondents were selected based on ease of access, so the findings may not accurately reflect the views of all consumers. Additionally, time constraints during the data collection process may have affected the depth and accuracy of responses. Lastly, the study is confined only to Bangalore city, so the results cannot be generalized to other cities or rural areas.

XII. Conclusion

The study concludes that purchase behaviour of FMCG consumers in Bangalore is influenced by a combination of price, brand, quality, and availability. Urban consumers are more brand-conscious, digitally influenced, and aware of health and environmental factors.

For companies, understanding these behavioural patterns is essential to design effective marketing strategies and sustain in the competitive FMCG market.

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