



“A Study on Factor Influencing Customer Satisfaction Towards FMCG Brands”

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Abstract – This research paper focuses on the factors influencing customer satisfaction towards FMCG (Fast-Moving Consumer Goods) brands. The study aims to understand consumer buying behaviour and analyse how factors such as product quality, price, brand image, packaging, availability, and promotional activities affect customer satisfaction and brand loyalty in the FMCG sector. The research is based on primary data collected from 100 respondents through a structured questionnaire. Secondary data was collected from books, journals, articles, company reports, and websites related to the FMCG industry. Descriptive statistical tools such as percentage analysis, tables, charts, and graphical representation were used for analysing and interpreting the collected data. The findings of the study reveal that product quality is the most influential factor affecting customer satisfaction, followed by price and brand reputation. Most respondents expressed satisfaction with the quality, availability, and variety of FMCG products. The study also indicates that consumers prefer purchasing FMCG products frequently, mainly from supermarkets and local Kirana stores. ITC Limited emerged as the most preferred FMCG brand among respondents. The study concludes that improving product quality, maintaining reasonable pricing, enhancing brand image, and ensuring product availability are essential for increasing customer satisfaction and building long-term customer loyalty towards FMCG brands.

Keywords: FMCG Products, Customer Satisfaction, Consumer Behaviour, Brand Image, Product Quality, Pricing Strategy.

I. INTRODUCTION

The FMCG (Fast-Moving Consumer Goods) sector is one of the most important industries in the Indian economy, as it deals with products that are consumed on a daily basis such as food items, beverages, personal care products, and household goods. The sector plays a vital role in improving the standard of living of consumers while also contributing significantly to economic growth, employment generation, and industrial development. Due to rapid urbanization, rising income levels, changing lifestyles, and increased consumer awareness, the FMCG sector has experienced substantial growth in recent years.

Customer satisfaction has become a key factor for success in the FMCG industry because consumers frequently purchase these products and can easily switch from one brand to another. In today's competitive market, companies are continuously focusing on improving product quality, pricing strategies, packaging, availability, and promotional activities to attract and retain customers. Brands such as ITC Limited, Hindustan Unilever Limited, and Nestlé India have successfully built strong customer trust and loyalty by consistently delivering quality products and effective marketing strategies.

In recent years, the growth of supermarkets, organized retail stores, e-commerce platforms, and digital marketing has transformed the purchasing behaviour of consumers. Customers now have access to a wide range of products and information, allowing them to compare brands, prices,

quality, and reviews before making purchase decisions. Technological advancements and digital platforms have made FMCG products more accessible and convenient for consumers across both urban and rural areas.

However, despite these developments, maintaining customer satisfaction remains a major challenge for FMCG companies. Consumers today have higher expectations regarding product quality, value for money, packaging, availability, and promotional benefits. Their buying behavior is also influenced by demographic factors such as age, income, education, occupation, and lifestyle. In addition, brand image and trust play a significant role in shaping consumer perception and satisfaction.

Therefore, understanding the factors influencing customer satisfaction towards FMCG brands has become essential for companies to survive and grow in a highly competitive market. This study focuses on analysing the various factors that affect customer satisfaction and examines

how these factors influence consumer buying behaviour, brand preference, and loyalty towards FMCG products.

II. REVIEW OF LITERATURE

1. Customer Satisfaction Theory:

Customer satisfaction theory explains that satisfaction is achieved when the actual performance of a product meets or exceeds customer expectations. In the FMCG sector,



customers expect good product quality, reasonable pricing, attractive packaging, and easy availability. If these expectations are fulfilled, customers remain satisfied and loyal to the brand.

2. Consumer Behaviour Theory:

Consumer behaviour theory focuses on how consumers make purchasing decisions based on factors such as needs, preferences, income, lifestyle, and brand perception. In the FMCG industry, buying decisions are influenced by quality, price, convenience, advertising, and brand trust. Customers often prefer brands that provide consistent quality and value for money.

3. Expectation–Disconfirmation Theory:

This theory states that customer satisfaction depends on the difference between expected performance and actual product performance. Positive disconfirmation occurs when a product performs better than expected, leading to customer satisfaction, whereas negative disconfirmation leads to dissatisfaction. In FMCG products, factors such as quality, packaging, and pricing strongly influence customer expectations.

4. Studies on Product Quality and Customer Satisfaction:

Several studies have identified product quality as one of the most important factors influencing customer satisfaction in the FMCG sector. Consumers prefer products that provide reliable performance, safety, and consistency. High product quality increases customer trust, repeat purchases, and long-term loyalty towards FMCG brands.

III. RESEARCH METHODOLOGY

Primary Data:

The research design is descriptive in nature. Data is collected through structured questionnaires.

Sample Size: 100 respondents

Sampling Method: Convenience sampling

Tools Used: Excel, percentage analysis, charts

1) Research Design:

The research design adopted for this study is descriptive in nature. A descriptive research design helps in understanding consumer behaviour and analysing the factors influencing customer satisfaction towards FMCG brands without manipulating any variables. The study

focuses on identifying customer opinions, preferences, and satisfaction levels related to FMCG products.

2) Sampling Method:

Convenience sampling method has been used in this study, where respondents were selected based on their availability and willingness to participate in the survey. This method was selected because of limited time, easy accessibility of respondents, and feasibility of collecting data from a diverse group of consumers.

3) Sample Size:

The sample size for the study consists of 100 respondents belonging to different age groups, income levels, educational qualifications, and occupations. This helps in obtaining a broad understanding of customer satisfaction towards FMCG products across different consumer segments.

4) Data Collection Tools:

Data has been collected using a structured questionnaire, which includes simple, close-ended questions.

Tools for Data Analysis:

The collected data has been analysed using:

- Percentage analysis
- Graphical tools such as pie charts

These tools help in presenting the data in a simple and understandable manner for better interpretation of results.

5) Scope of the Study:

The scope of this study is focused on analysing customer satisfaction towards FMCG brands in the Indian market. The study examines how factors such as product quality, price, brand image, packaging, availability, and promotional activities influence customer satisfaction and buying behaviour.

6) Limitations of Study:

The study is limited to 100 respondents, which may not fully represent the entire population of FMCG consumers. The research is also geographically restricted to a specific area, limiting the generalization of the findings. Convenience sampling has been used, which may create sampling bias in the study. The data collected is based on self-reported responses, which may include personal bias or inaccurate information. Limited time and resources also affected the depth and scope of the research. In addition, changing market trends, advertisements, and consumer preferences may influence customer opinions over time.

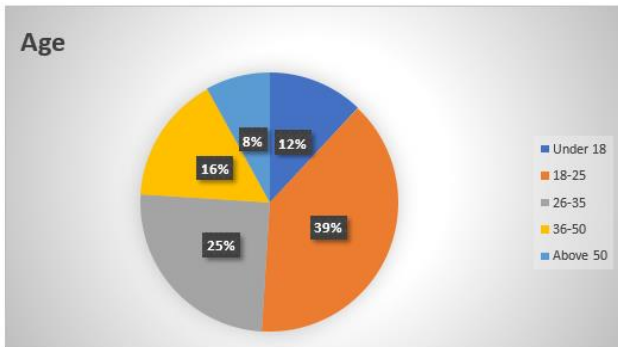


Furthermore, the study focuses only on the FMCG sector and does not include other industries or markets.

IV. DATA INTERPRETATION

Q1) Respondent Age?

Sr No	Age	No. Of Respondent	Percentage
1	Under 18	12	12%
2	18-25	39	39%
3	26-35	25	25%
4	36-50	16	16%
5	Above 50	8	8%
	Total	100	100%



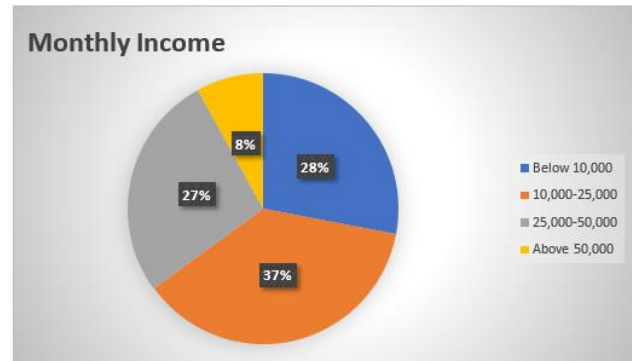
Interpretation:

The data shows that most respondents are aged 18–25 years 39%, followed by 26–35 years 25%. Respondents in the 36–50 years group 16% and Under-18 12% form smaller portions, while Above 50 years 8% represent the least share, indicating that the sample is dominated by younger participants.

Q4) Monthly Income?

Sr No	Monthly Income	No. Of Respondent	Percentage
1	Below 10,000	28	28%
2	10,000-	37	37%

	25,000		
3	25,000-50,000	27	27%
4	Above 50,000	8	8%
	Total	100	100%

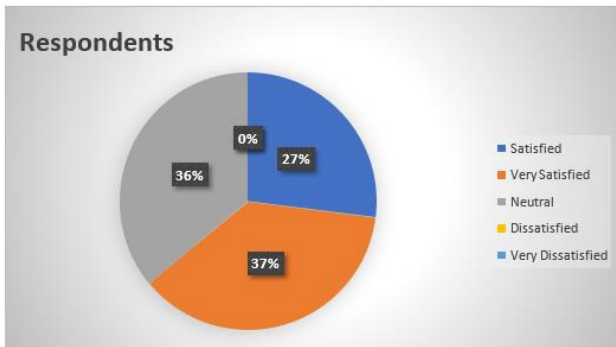


Interpretation:-

The data shows that most respondents fall in the ₹10,000–₹25,000 income group 37%, followed by below ₹10,000 28% and ₹25,000–₹50,000 27%. Respondents earning above ₹50,000 8% form the smallest portion, indicating that the sample is largely composed of individuals from lower to middle income groups.

Q3) How satisfied are you with the quality of FMCG products used?

Sr No	Quality of FMCG products	No. Of Respondent	Percentage
1	Very Satisfied	27	27%
2	Satisfied	37	37%
3	Neutral	36	36%
4	Dissatisfied	0	0%
5	Very Dissatisfied	0	0%
	Total	100	100%

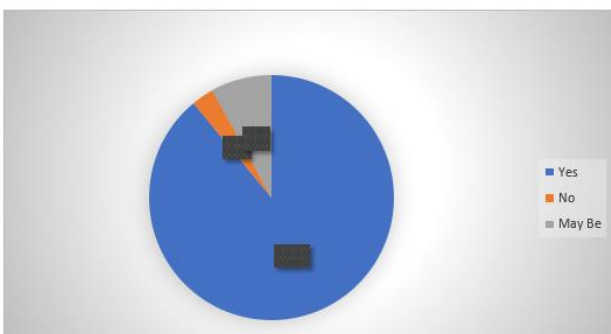


Interpretation:-

The data shows that most respondents are satisfied 37% with the quality of FMCG products, followed by neutral 36% and very satisfied 27%. There are no respondents who are dissatisfied or very dissatisfied 0%. This indicates that overall satisfaction with FMCG product quality is positive among the majority of respondents.

Q4) Do you think FMCG products are reasonably priced?

Sr No	FMCG products are reasonable price	No. Of Respondent	Percentage
1	Yes	89	89%
2	No	3	3%
3	May be	8	8%
	Total	100	100%

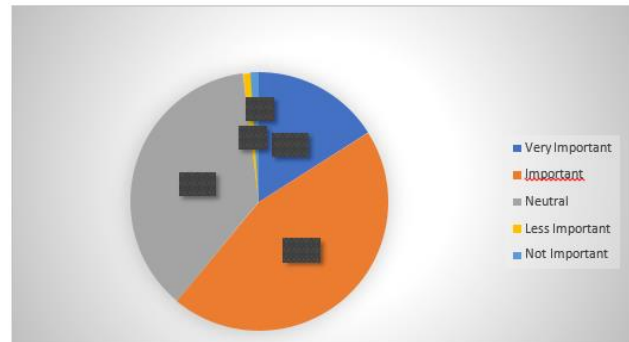


Interpretation:

The data shows that most respondents believe FMCG products are reasonably priced 89%, while 8% are uncertain and only 3% disagree. A very small portion of respondents feel that prices are not reasonable.

Q16) How important is brand reputation while purchasing FMCG products?

Sr No	Brand Reputation of products	No. Of Respondent	Percentage
1	Very Important	16	16%
2	Important	45	45%
3	Neutral	37	37%
4	Less Important	1	1%
5	Not Important	1	1%
	Total	100	100%



Interpretation:-

The data shows that most respondents consider product packaging important 45%, followed by neutral 37% and very important 16%. Only 1% consider it less important and 1% not important. This indicates that packaging is an important factor for the majority of respondents.

V. CONCLUSION

The study on customer satisfaction towards FMCG (Fast-Moving Consumer Goods) products reveals that overall customer perception is positive, with a majority of respondents expressing satisfaction with various aspects such as product quality, availability, and brand performance. Frequent purchase behavior (daily and weekly buying) highlights the essential nature of FMCG products in consumers' daily lives.

The findings show that product quality, price, and brand image are the most important factors influencing customer satisfaction. A significant number of respondents are satisfied with product quality and believe that FMCG



products are reasonably priced, indicating that companies are effectively meeting basic consumer expectations. In addition, the easy availability of products through supermarkets and local stores further enhances customer convenience and satisfaction.

However, the study also identifies certain areas where improvement is required. A large number of respondents showed neutral responses regarding value for money and promotional offers, suggesting that companies need to enhance their perceived value and marketing effectiveness. Packaging is considered important, but its current level is rated as moderate, indicating scope for innovation and improvement.

The study further highlights that brand reputation plays a crucial role in influencing customer satisfaction and loyalty. Brands like ITC Limited are highly preferred, reflecting strong brand trust and positioning. Additionally, high willingness to repurchase (96%) and recommend products (100%) indicates strong customer loyalty and positive word-of-mouth.

VI. REFERENCES

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1] Primary data collected through structured questionnaire survey conducted for the study (unpublished data, 2026).